## PRINTE

A JOURNAL FOR ADVERTISERS 185 Madison Avenue, New York City

Vol. CXL, No. 11

NEW YORK, SEPTEMBER 15, 1922

### "Without a vision the people perish"

IT is often asked why the house of N. W. Aver & Son is interested in school advertising.

Speaking of F. Wayland Aver and of his efforts to make school advertising successful, a distinguished educator pointed out that if one pupil in a school, gaining a single truth that elevates his life, passed that truth on but once each year for the rest of his life to another person, he would elevate hity years of human life. Multiply this by an enrolment of a hundred pupils, and that by even twenty years in a school's life, and that by the more than four hundred schools and camps, to the direction of whose advertising Ayer & Son contribute, and you have forty million years of human life elevated in one generation. And then picture that message as coming down to the children's children's children and you have something greater than all the industries in the world.

Nathan W. Ayer, father of the founder of this business, in whose honor this business was named, was an educator. He wished his son to be an educator. He was. And he created an institution which carries on a continent-wide service to education.

### W. AYER & SO

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON CHICAGO SAN FRANCISCO





TRADE MARK REGISTRATION PERDING

HIS is a great American emblem which comparatively few Americans know. Yet in Liverpool, Bremen, Havre, Barcelona, Vienna, and other spinning centers throughout Europe and the Orient, to say nothing of the great mills of this country, it is the familiar symbol of the 300,000 farmer members of the American Cotton Growers Exchange.... The marking of cotton bales, and the advertising of the emblem to the cotton industry has been planned and executed by the Federal Advertising Agency, Inc., 6 East 39th Street, New York City.

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## PRINTERS' INK

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Vol. CXL

NEW YORK, SEPTEMBER 15, 1927

No. 11

### The High Cost of Too Rapid Turnover

"Controlled Buying" Is Being Advocated to Displace "Hand-to-Mouth Buying"

#### By A. E. Philips

Vice-President, The Welch Grape Juice Company, and President, The American Grocery Specialty Manufacturers' Association

HAND-TO-MOUTH buying was not a development of orderly evolutionary progress, but a violent reaction from a condition of serious and destructive overstocks. Like every violent reaction is apt to do, it has swung from the one extreme of uneconomical overstocking far into the opposite extreme of uneconomical understocking.

In 1920 a greater part of the industrial world was getting back from war materials to the production of peace-time commodities. The close of the war two years earlier, with debt and unemployment following in its wake, had greatly diminished the purchase and consumption of goods in the warring countries. Stocks were piling up—had piled up—before even the most astute business and financial leaders realized it. Wartime profits shrank rapidly.

As surplus stocks were exhausted and profits on the "turnover" of newly purchased merchandise bought at the new lower price levels began to replace losses, enthusiasm for "turnover" became spontaneous. Brokers and business men, Government economists and financial experts took to the study of turnover intensively, and pointed out the way to make a dollar do double duty by "turning it over" wice in the length of time normally required for a single turn.

That was the historic condition which put fervid earnestness into hand-to-mouth buying right at the start, and the part which hand-tomouth buying played in restoring business to a stable foundation.

Business determined never to

over-buy again.

Turnover has revolutionized sales, credit and delivery methods, redistributed capital burdens and played an important part in bringing into existence new forms of

distributing service.

To take the last first, what would the several thousand new cash-and-carry wholesale houses in grocery, confectionery, tobacco, drug and other lines have been able to do without the retail capital made available for cash purchases by the reduction of inventories that resulted from the quest of more rapid turnover?

So rapid has been this development of cash-and-carry wholesaling that a census of such houses becomes obsolete in a few months; and insistent demand for this type of service has been responsible for many full-service wholesalers' opening cash-and-carry departments. The number of cash-and-carry wholesalers in the grocery field alone approaches 2,000.

A tendency of cash-and-carry buying is toward uneconomically small purchases, which may eventually cause the pendulum to swing

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back to the better-controlled forms

of purchasing.

That rapid turnover has a saturation point beyond which it is subject to the law of diminishing returns has not been established principally because in practice, so far, all attempts have been headed in the opposite direction, namely, to establish the highest possible rate of turnover regardless of the increased costs incurred. Yet it is self-evident.

Determining when that saturation point is reached, is largely a question of whether the immediate profits of an individual business, or an ultimate saving in price to the consuming public is to be regarded as the paramount interest. Making, distinguished from saving money, is the theory of turnover.

#### TOO RAPID TURNOVER ADDS TO PRICE

Some of the costs of attaining too rapid turnover are incurred by the factor or dealer while the article is in his hands, and make necessary an addition to price or deduction from profit, as in the case of the retailer who carries cash-and-carry buying to an extreme, consuming so much time that he has to employ additional In that case the lack of economy is plainly visible, and corrective measures are taken. But many items of the cost of too rapid turnover reach the holder of goods as a part of their purchase price and he gives no thought to them but passes them on, adding his accustomed percentage of profit each time until the innocent public pays the bill. Whether this process can continue indefinitely depends on the reaction of the public to the price of competitive goods which have not been surcharged with these expenses.

Take as an example of this indirect, or invisible cost of too rapid turnover, a product which has been packed by the manufac-turer two dozen to the shipping case, weighing thirty pounds, with a content of one and a half cubic feet, the container costing 22 cents; a size which is economical for handling, storage and shipment, and constitutes a quantity which gives the retailer at reasonably quick turnover. The manufacturer on request or under dealer pressure changes to a one-dozen case, weighing sixteen pounds and measuring only three-fourths of a cubic foot, the container costing 17 cents. The added cost per dozen is 6 cents or one-half cent per article. Every time the small case is handled on factory floor, freight terminal or storage warehouse it takes the same amount of labor previously required for the larger case because the larger case was small enough for a man to lift, carry and stack without aid.

Warehousemen state that a shipping unit weighing less than twenty-five pounds is uneconomical because warehouse rates cannot be lowered in proportion to their Actual cost figdiminutiveness. ures from a group of leading manufacturers show that the added cost of reducing the size of their present efficient shipping container in this way would be from 2 per cent on high, to as much as 7 per cent on low-price items-and the wholesaler's and retailer's respective percentages of nrofit carry that up another per cent or more by the time the article reaches the

Under the régime of "too-rapid turnover," orders are uneconomically small. Salesmen have to make their territories more frequently, so that more salesmen are required by the firm that sells through salesmen. The percentage differs widely in different industries and is affected by local conditions, so it has been impossible to establish a common coefficient which will accurately express this increased cost to business and consumer. A wholesale druggist who maintains a thorough system of cost accounting states that his telephone order desk cost, which was previously negligible, has under the influence of too rapid turnover increased to 1.23 per cent of sales to serve the same number of city customers and secure approximately the same volume of busi-

How small can an order be before it becomes uneconomical? This varies with the character of the merchandise, but in general



## A "NATIONAL" AGENCY In the Truest Sense

Each of the nine McCann Company offices is an advertising agency in itself, rendering full service to clients in its section, including analysis and study of the client's business, the preparation of plans, and the creation and placing of the advertising. Yet a client of one McCann Company office is a client of all, and each office cooperates with the others in (1) reporting on local marketing conditions, (2) keeping in touch with salesmen, branch houses and distributors, (3) making investigations in its territory and (4) preparing local advertising, if necessary.

This, we believe, makes the McCann Company a national advertising agency in the truest sense.

## THE H.K. MCANN COMPANY Advertising

New York Cleveland San Francisco Denver Chicago Los Angeles Seattle Montreal Toronto

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depends upon its effect on the following:

From the buyer's angle:

Transportation Receiving, checking and accounting

Cost
Buyer's time
Perishability
Mass display value
From the seller's angle:
Transportation cost

Shipping, billing, accounting and col-lection cost Salesman's time

Perishability Mass display value

It will be seen that the buyer's and seller's interests are practically identical. The buyer may not at first blush think he is concerned with the cost of the seller's salesman's time, or where he buys on a delivered basis, with transportation, but both these costs are paid out of and influence the price which he pays for the merchandise. It is here that co-operation keeps down expense just as co-operation in

sales increases profits.

Taking the retail grocer as a buyer, for an example, a minimum shipment, until truck transportation stepped in, was fixed by the minimum rail freight bill of lading at 100 pounds. That still is the most common rule, although the varying rates and package and weight requirements of auto-truck freight service have established many exceptions. Up to the era of too rapid turnover it was a common custom even for retail drug stores to add sufficient bottled and other heavy goods to their light drug orders to complete weight for a 100-pound shipment, an economy which in the scramble for quick turnover is now often being over-Even when delivery is looked. made by the seller's or buyer's own truck, maximum quantity consistent with reasonable turnover is the only economical rule to govern the item of transportation.

This same rule is applicable with equal efficiency to the items of shipping, billing, accounting, receiving, checking, and buyer's and

salesman's time.

Elimination of spoilage costs on perishables and reduction of credit losses are two items on which both buyer and seller can and do unqualifiedly endorse the advantages of small-order, rapid-turnover buying. Never has the seller been so free as now from large individual credit and spoilage losses.

It is the belittling influence of too rapid turnover on the value of mass display that most disturbs the seller and which is equally deserving of the thoughtful attention of the buyer. "Goods well displayed are half sold" has become a bromide, but it is none the less true, as is its corollary, that "the last package on the shelf is usually the hardest to sell"-many drug stores under the spell of too rapid turnover are largely stocked with these "last packages" as a result of onetwelfth of a dozen purchases.

Broken-case purchasing adds a packing-room cost which in wholesale drug houses is approximately 1.7 per cent. It is a wasteful duplication of service which the manufacturer performed when the original case was packed. The retail grocer who insists on buying broken-case lots from his wholesaler is loading up the latter with a cost which must eventually approach this figure, and ultimately be added to the price charged by the wholesaler for his service.

As a rule, articles that "sell on sight" are the profitable ones. A series of check-ups on the sales in stores merely stocking an item which belongs to this class, as compared with the sales in stores of similar size and location which took advantage of mass display, revealed as high as 500 per cent larger sales in the latter. Tests of this kind have been numerous. The value of mass display has long been so well established that it no The fact longer has news value. for emphasis here is that this value is being flagrantly neglected in the present mad rush in a single direction, and this loss is added to the high cost of too rapid turnover. The underlying fallacy is that turnover expresses only a percentage relationship toward stock or capital investment and is not a measure of actual sales volume. In connection with the possibilities of increasing sales through mass display, figures illustrating the relationship of "margin" to interest on borrowed capital are illuminating: Hitting the "local markets" hard with big advertising in the "local newspapers" has been the policy of practically every successful automobile manufacturer.

The Standard Union has carried the big copy in Brooklyn; and continues to carry it.

R. G. R. Shirisman

The buyer who turns \$1 invested in a certain article forty times (the rate of turnover claimed in some chain grocery stores, and about the highest rate of turnover thus far obtained) in a year at a margin of 20 per cent, has made that \$1 earn 800 per cent or \$8 in a year. If he had invested \$4 at one time and turned the \$4 only fifteen times at 20 per cent, he would have had a gross profit at the end of the year of \$12 on that article of merchandise, and if he had had to borrow the additional \$3 that he kept invested, the interest would have been only 18 cents at most; so he would have been \$3.82 better off, by capitalizing the value of mass display.

There is an appalling indifference on the part of many buyers to the value of mass display, even on seasonable items where the volume must be gotten quickly if at all, and where getting it involves only one or two short-term quantity in-

vestments.

Loss of business due to running out of stock before the small replenishing purchase arrives is a frequent cost of too rapid turnover. One wholesale grocer admits discovering orders "scratched" in one week in his house for \$982 worth of items which he planned to carry regularly in stock.

In too rapid turnover as applied to private label merchandising, economy has been cast to the winds—where packers formerly insisted on carload minimum runs, now even a tenth or a twenty-fifth of a car is put up under special private label, and shipped LCL, piling up both factory and freight costs in the name of turnover. Such waste is a direct charge on operating costs and is bound to be reflected in quality or price.

It is not possible in the scope of this article to treat fully all of the many ramifications of the influence of the rapid turnover movement, but one more deserves analysis.

Thus far I have spoken of the "seller" without identifying him as either manufacturer or wholesaler, because what has been said applies to either. Our next objective is to see how the consumer price in-

creases when the cost of too rapid turnover starts as an item of the cost of the manufacturer.

The manufacturer has had to practice hand-to-mouth buying in the purchase of raw materials and supplies, whether he wanted to or not, forced by the increasing de-mand made upon his capital to carry stocks of finished products which were previously carried by wholesalers and retailers. His only alternative was to increase his capital sufficiently to provide for this new stock-carrying burden at the finished-product end of the line. Wherever he has been able to accomplish this without increasing his capital, a basic economy has been effected and the public as well as the industry has benefited.

#### A SHIFT IN CAPITAL

But in many industries raw materials must be purchased, and in a few even made up into finished products, a year in advance. Here, there is no actual saving-only a shift in the capital burden from the wholesaler and retailer back to the producer. The wholesaler pays enough more to cover the interest on the producer's increased capital. If it ended there, no public interest would be involved. But under the doctrine of "turnover" the producer has a right to his usual profit on each capital "turn" and it must be borne in mind that this class of producer gets only this one turnover a year, so that he adds his usual profit to the interest before passing it on as a part of the price to the wholesaler; the latter has a right to his usual margin on each turnover so the original interest charge becomes pyramided by the addition of the wholesaler's margin. Finally it comes in for a third pyramiding by the retailer's adding his profit to what the wholesaler has passed on to him; and the consumer pays the final bill.

On a grocery product it works out something like this:

Amount passed on to wholesaler .066 (Continued on page 201)

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## Is the Doctor in?

The best "brass tacks" advertisement in the world won't sell a nickel's worth unless the advertisement is read. This agency always has contended that to get an advertisement read in competition with the content matter of magazines or newspapers, both headline and copy must be far above ordinary—whether the interest is attained by skilfull writing, by pertinent facts or by both.

If you are the "doctor" in a company whose sales need stimulation, we shall be glad to show you examples of advertising that have helped to increase sales for

several manufacturers.

Sept. 15, 1927

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Joseph Richards Company, Inc., 249 Park Ave., N. Y.

### RICHARDS

"FACTS FIRST .... THEN ADVERTISING"

### Prize-Fight Used to Stimulate Commercial Aviation

Thomas Cook & Son Advertise Airplane Trip to Tunney-Dempsey Fight to Show That Public Wants to Travel by Air

YOU can leave New York at eight in the morning on September 22, see the fight for the world's heavyweight title at Chicago and be back in New York early in the evening of the next day. All of this can be done with no worry concerning hotel accom-

modations, meals or the reservation ringside seats at the Tunney-Dempsey fight by paying \$575 to Thomas Cook & Son for a passenger ticket on their "de luxe aerial tour," according to newspaper advertisements.

The novelty of the idea thus advertised has attracted attention far and wide; caused considerable comment; and brought in reservations. Offhand, the opinion seems to be that the Cook organization conceived the idea of this "sport air-plane cruise" in order to attract attention to itself as a travel organization. The idea has done that very The idea thing. That particular thought was not, however, the guiding force.

since 1919 in fact, the Cook organization has

sold tickets throughout Europe to travelers who wish to travel by airplane from one point to another. It has seen such form of travel increase at a tremendous rate, not only because passengers had confidence in that form of transportation but because such transportation was available on a regular schedule that was as dependable as a railroad time table.

The American contrast to this European situation was constantly before the organization. It was doing a land-office business on the sale of airplane travel in Europe and yet made no sales in the United States—a country which because of its great distances should be more naturally interested in airplane transportation than any of

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#### **NEW YORK - CHICAGO** for the TUNNEY-DEMPSEY FIGHT

Every new and then anoneholy data assenting fers. The world's older Service new anneuscus the first four Alephane Croise from New Chicago and return for astendance at the Tunney-Dempany champions on September 22. A fact of the most mederar chile croiser-cepts are been summitted and manned with expert pilom of long experience, life the United Season Department of Commerce.

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The specially reserved choice ringuide sease which are p unobscrucued view of the contest.

In Chicago, the pieneer sport-seronaum will stay at at Hotel Servans, the world's largest hostelry. On Sept are the Tunney-Decapesy metch, the party will re

585 Bills Avenue

For some years, now thomas cook a son are using newspaper advis-nce 1010 in fact the tising to announce their "de luxe" aerial tour

the European nations which has regular air service.

The Cook company is not in business for the purpose of selling any one particular mode of travel. It exists because it has the ability to get the public what it wants in the matter of travel accommodations.

While it was very conscious of the fact that the United States was far behind European countries in the development of commercial aviation it did not consider itself

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MILWAUKEE - First City in Diversity of Industry!

## Thirty Sales Per Line of Advertising!

climatene established this remarkable sales record in 1926—the first year of its introduction in Greater Milwaukee—by concentrating exclusively in The Litwaukee Journal at a single advertising last of less than one-half of one persons.

Four hundred and the representation of the cleaner were sold during this initial campaign of 14,000 lines, according to the 1927 Consumer Analysis of the Greater Milwaukee market.

Sales records of the most successful advertisers in all lines have proved conclusively that only The Journal—read by more than four out of five families in Greate Milwaukee—is needed to thoroughly cover and sell this rich and stable market.

## THE MILWAUKEE JOURNAL

WISCONSIN-First State in Value of Dairy Products!

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t

in any way obligated to try to make this country air-travelminded. In other words, it was not its business to try to sell a form of transportation to the

When, however, the American traveling public began to express a desire to Cook & Son for air travel then the situation took on a different color. That desire began find expression immediately after the Lindbergh flight. Cook's job then became a job of trying to find regular and dependable airplane service between much trav-eled points. It couldn't find such service. The next job, then, was to show the country that someone should create such travel service.

To tell the country that a need for such a service exists was one way of attracting the attention of capital and private initiative to consider developing this form of Another way and a more travel. forceful way, this organization thought, was actually to take the money that the public would pay for such travel to an airplane company and say, "Here is actual cash that the public is willing to spend to ride in airplanes. What are you going to do about it?" It decided to combine both methods in one.

Reynolds Airways, Inc., organization created by a member of the Reynolds tobacco family, of "Camel" and "Prince Albert" fame, was interested in what Cook knew of the public's desire for airplane Together with Cook it travel. worked out plans for attracting attention to the need of regular, safe and dependable air travel, by staging a public demonstration of the fact that people would spend money in order to travel that way.

A trip at any time from New York to any distant point, if properly and widely advertised, might have been staged. It so happened, however, that some one thought of the coming world's heavyweight championship battle as an objective for a flight. The idea was immediately grasped and Cook presumably went into the business of organizing a pioneer airplane cruise from New York to a prize-fight in Chicago.

That in brief, is the reason why Cook happens to be advertising the championship Tunney - Dempsey bout. It isn't interested in heavyweight prize-fights. It isn't tying up to that fight because it believes in stunt advertising. It is simply using the coming heavyweight hattle to stimulate the development of commercial air transportation. It has customers who want to travel that way and it wants to accommodate them. It hopes that it will be able to accommodate them, if private capital and initiative learn that the public will spend money for airplane transportation.

#### Walter Mann, Research Director, National Advertisers

Walter Mann, who has been head of the market research department of the Z. L. Potter Company, Inc., Syracuse, N. Y., advertising agency, has been Z. L. Potter Company, Inc., Syracus, N. Y., advertising agency, has been appointed research director of the Association of National Advertisers, Inc., New York. He previously was win the advertising department of the Beterick Publishing Company, and with House and Gorden as advertising manager. At one time he was in busines for himself as research counsel.

The appointment of Mr. Mann follows the recent decision of the board of directors to expand the research cunctions of the Association which resulted in the formation of its research council. The function of the research council.

department will be to co-operate and to expand the work of the Associ-tion of National Advertisers headque-ters office in making surveys in the various phases of advertising and sell-

#### Flako Products Corporation Appoints Churchill-Hall

The Flako Products Corporation, New Brunswick, N. J., manufacturer of Flako pie crust, has placed its adver-tising account with Churchill-Hall, Inc., New York advertising agency.

#### Sterling Peacock with Chicago Office of Ayer

Sterling Peacock, manager of the Sm Francisco office of N. W. Ayer & Son. has been transferred to the Chicago office. He is succeeded by Carl Embran as manager at San Francisco.

### Perfumers Appoint J. C. Bull,

Roger & Gallet, Paris and New York perfumers, have appointed J. C. Ball, Inc., New York, advertising, to direct their advertising in the United State and Canada.

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#### New England's Second Largest Market

## An Optional Combination Rate

The Providence Journal and The Evening Bulletin are published by the same company in the same building. This is sane business and an economical saving. Advertisers benefit by this economy.

The circulation of these newspapers is sold separately and not in a forced combination, so there is comparatively little duplication between them.

For illustration, the combined daily net paid circulation of these papers for June, 1927, was 112,884, while the net paid circulation of the July 4th issue of The Providence Journal (The Evening Bulletin was not published on this date) was in excess of 102,000.

Display advertising in these newspapers is sold separately, but local and national advertisers are given an opportunity to buy the combined circulation at a decided saving—a matter of economy.

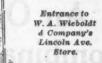
The Providence Journal-Bulletin optional combination rate represents the best advertising buy in the concentrated Rhode Island market and enables advertisers to reach a very great majority of the English-speaking homes in this state at a minimum cost.

### Providence Journal Company

Providence, R. I.

Representatives

Chas H. Eddy Company Boston New York Chicago R. J. Bidwell Company
Los Angeles San Francisco Seattle





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Publishing More Advertising That Chica

NEW YORK J. B. Woodward 110 E. 42d St.

CHICAGO Woodward & Kelly 300 N. Michigan An Member of The I

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Average Daily Net Paid Circulation for Six Months Eng 30, 19

Number six of a series dealing with facts, not theories, about advertising practice among Chicago's leading retail merchants.

## Advertising Practice of THE WIEBOLDT STORES

W. A. Wieboldt & Company, operating three of Chicago's largest out-of-the-loop department stores, laced 606,000 agate lines of display advertising with The Chicago Daily News in 1926 and 337,112 gate lines in the first six months of 1927

Chicago department stores placed a total of 7,441,491 agate lines of display advertising with The Daily News in 1986 . . . 4,702,018 more lines than in the highest daily morning paper . . . 4,380,214 more lines than in the next highest evening paper.

### AILY NEWS

Chicago Week Day Newspaper

Advent esentatives:

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Kelly

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Woodward & Kelly 408 Fine Arts Bidg. of American Cities SAN FRANCISCO
C. Geo, Krogness
253 First National Bank Bldg.

30, 1927-441,415-95 Per Cent in Chicago and Suburbs



## Oklahoma is becoming an important Dairy State

BUTTERFAT sales in Oklahoma have increased more than \$14,000,000 in five years ending June, 1927, according to the Oklahoma Dairy Commissioner. Five years ago butterfat sales in Oklahoma totaled approximately \$8,000,000 a year. For the year ending June, 1927, they jumped to more than \$22,000,000.

Oklahoma farmers are becoming more interested in dairying. Additional cow test associations are being organized and the number of dairy cattle is growing rapidly. Oklahoma farmers with constantly increasing dairy herds make an excellent buying market for dairy feeds and equipment.

Your sales message brought before the 178,428 farm families reached by the Oklahoma Farmer-Stockman, Oklahoma's only farm paper, will bring increased sales from this prosperous dairy market.

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Oklahomą City, Oklahoma

Represented by E. KATZ SPECIAL ADVERTISING AGENCY New York Chicago Detroit Kansas City Atlanta San Francisco

### Helping the Dealer See His Place in the National Campaign

How the Eastman Kodak Company Interpreted Its Brownie Campaign to Salesmen and Dealers in Advance of the Advertising

#### By Roland Cole

BROWNIE cameras are not new. They have often been advertised to the public. The camera has been widely sold and enjoys a good reputation. Its merits are well known even to people who do not possess one. Dealers in Kodaks have long handled the

Making the dealer feel a close personal interest in the manufacturer's advertising has never been and probably will never be an easy thing to accomplish. After all, the manufacturer's advertising is designed to promote the sale of the manufacturer's -product, not the





TWO OF THE BROWNIE NEWSPAPER ADVERTISEMENTS WHICH RAN IN EIGHTY-ONE PAPERS

Brownie and sell it in large numbers. Brownie cameras are the lowest-price picture-taking apparatus in the Kodak line. Models sell for as low as \$2.

When the manufacturer of a lowprice and well-known article, like a Brownie camera, which has been advertised more or less continuously over a period of years, and is neither the largest nor most important member of the manufacturer's family of products, decides to launch a campaign of advertising devoted entirely to that product, how can the campaign be merchandised to the salesmen and dealers in a way that will bring out the greatest measure of co-operation? retailer's merchandise generally, and even when the campaign is exclusively a local one, and the dealer's name is signed to the copy, and he pays a portion of the cost, still he does not take the same interest in it that he takes in advertising which he alone pays for and which presents his whole business. It could hardly be otherwise.

There are, however, many degrees of co-operation. When the Eastman Kodak Company decided to put on its recent campaign of advertising for the Brownie camera, it aimed, first of all, at an effective campaign to the consumer, and, second, at a thoroughgoing merchandising effort on the dealer. The success of the second part of

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this program will be described first. A brief description of the campaign itself, insofar as its features were the means of helping to arouse the dealer's enthusiasm and stimulate his co-operation, will follow.

The campaign was a national one. Eighty-one newspapers in seventy-four cities were selected. Insertions were scheduled over a period of thirteen weeks. Advertisements four columns wide and ten inches deep were laid out. Copy presented the Brownie camera as "the simplest real camera," and an interesting pictorial treatment was developed.

One monthly magazine of large circulation in the popular fiction field was also used, a page in each issue for four consecutive issues. There were, besides display pieces for the dealers' show-windows, store literature, direct mail, salesmen's portfolios and other features.

The time selected for the start of the campaign was the last week in April, because it permitted a tie-up with "Take a Picture Week," sponsored by the Master Photo Finishers' Association, and because it properly ushered in the spring picture-taking season, when it is advisable to get cameras clicking as early as possible. Because amateur picture-taking is easy and inexpensive with Brownie cameras, the market appealed to was a broad one.

With every physical feature of the consumer and dealer campaign completed, the campaign to merchandise the advertising first to the Kodak sales organization and second to the retail trade was formulated.

A member of the Kodak advertising department and a representative of the advertising agency laid out a series of five meetings with Kodak salesmen in the cities of Boston, New York, Rochester, Cleveland and Chicago. The last of these meetings was concluded about two weeks before the start of the consumer campaign.

Neither these meetings nor the campaign itself was "sprung" on the salesmen. Everybody concerned was fully advised in advance. In fact, an important point which the company made was the

placing of full information on the campaign and the sales meetings in the lands of the salesmen far enough in advance so that they would have time to go over all the various features of the campaign and prepare whatever questions they might like to have answered later on by the two advertising representatives at the meetings.

What each member of the sales organization received before the meeting in the various cities mentioned, therefore, was a copy of the salesmen's portfolio. This was the salesmen's portfolio. This was entitled "Telling the World," a substantially made book of thirtytwo pages, with all the features of the campaign most comprehensively set forth. The campaign, said the portfolio, would bring people into the dealer's store, would start folks making pictures, and would sell cameras, film and finishing. Newspaper and magazine advertisements were reproduced and copy angles explained. Samples of newspaper pages were included, showing how local dealers might tie-up their advertising with the company's advertising. Display pieces were illustrated and four leaflets for distribution to the consumer were reproduced.

#### DISTRIBUTION OF PORTFOLIOS

This portfolio was also mailed to all Eastman salesmen and demonstrators wherever they were located, to the managers of the various Eastman stores and to wholesale druggists.

Photographic enlargements of the portfolio were carried by the two advertising representatives and used at the meetings as a sort of "focus point." These enlargements, with additional pages of particular interest to men traveling in various territories, were displayed on an easel, while around the rooms where the meetings were held were arranged the various display pieces which were at the time being sent out to dealers, as were copies of the four consumer booklets. At the meeting in Rochester a complete set of these display pieces actually installed in a dummy window, as well as a suggestion for counter display, was shown. The complete window display was sent

automatically to all Kodak dealers, and certain of the display pieces were supplied to non-dealers on

request.

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The big point about these meetings was the fact that they were in the nature of demonstrations of what each salesman should do when calling on his dealers with a view to arousing enthusiasm over the Brownie drive. As the agency representative went over the photographic enlargements of the portfolio page by page, he continually stressed the point that if only the salesman would go through the same motions with his own portfolio, a great deal more would be accomplished than if he merely flashed the portfolio at the dealer and took it for granted that the dealer would get the story by some sort of intuition. His talk was so planned and so aimed that the various arguments, figures and facts which he introduced could be immediately put to use by the salesmen themselves in their respective territories.

The interest shown by the company salesmen in these meetings, the close attention they manifested in every phase of the demonstration and the campaign, the questions they asked, and the success with which they carried the demonstration to their dealers, unquestionably was a tremendous factor in the ultimate success of the

Brownie campaign.

Thus was the campaign merchandised to the Kodak sales organization. The sales organization in turn merchandised the campaign

to the retail trade.

In order to broadcast the full story of the campaign to the retail trade so that information on it would be in the hands of dealers before they were called on by the salesmen, three things were done:
(1) Space was taken in the company house magazine, "The Trade Circular," which goes exclusively to Kodak dealers; and (2) in another company house magazine called "The Kodak Salesman," which circulates monthly to all Kodak dealers as well as salesmen back of the counter. Information about the campaign was featured very prominently in both of these

publications. (3) A special broadside, entitled "Sell," was mailed not only to Kodak dealers but to all druggists of satisfactory financial standing, on the theory that any store which sold film could sell

Brownies.

This broadside, "Sell," was really an abridged edition of the salesmen's portfolio. It presented the story of the campaign in twelve pages instead of thirty-two. When the retailer received it he was either ready to co-operate at once without waiting for the salesman's call, and many dealers to whom it was sent were in towns or communities out of the reach of salesmen, or it prepared him for the fuller and more detailed information contained in the portfolio which the salesman would bring with him. Salesmen, of course, were unable to call on all dealers. Their calls were made first on the larger and more important dealers, and others as rapidly as they could cover their terrritories. As already explained, the salesman merchandised the campaign to the dealer as it had been merchandised to him at the sales meetings.

#### A SECOND BROADSIDE

After the consumer campaign had been in progress for three weeks, a second broadside was mailed to the full list of Kodak dealers and druggists. It consisted of the front and back cover pages of the magazine used in the campaign. It was made by having the magazine publisher run an extra quantity of his June cover, with front and back outside covers in full color and the inside spread blank. These two inside pages were then printed with another selling message to the dealer. outside front side showed the regular cover of the magazine for June while the outside back carried a reproduction of the Brownie advertisement.

With one or two unimportant exceptions, the size of the newspaper advertisements was uniform for the entire series, namely, forty inches, four columns wide by ten inches deep. The first newspaper advertisement appeared in "Take a Picture Week" (April 24 to 30). In

most of the papers this date was Tuesday, April 26. Thereafter the advertisements appeared on Thursdays, except those coming out immediately after May 30 and July 4. This schedule, with slight changes, was worked out for every news-paper and printed in detail in the portfolio, "Telling the World." portfolio, "Telling the World." The eighty-one newspapers had circulation in forty-eight States. Four magazine pages were used, the back cover of the June issue, already referred to, which came out on May 5, and a page each in issues out on June 5, July 5 and August 5.

Another interesting minor feature of the campaign was in the form of a postcard reminder of the Brownie campaign. A supply of them was furnished to all traveling salesmen, so that after calling on a dealer the salesman might mail him one of the postcards. They were printed with a special space for a personal message from the salesman to the merchant.

#### Coty Net Income Gains

Coty Inc., New York, perfumes, reports a net income for the quarter ended June 30, 1927, of \$401,794, 583, 023 in the June quarter of 1926.

For the first half of 1927 net income totaled \$1,055,721, after charges and Federal taxes, against \$1,012,201 in the first six months of last year.

#### Radio Parts Account for Pickus-Welss

ane Steinite Laboratories, Atchison, Kans., manufacturers of radio parts, have appointed Pickus-Weiss, Inc., Chi-cago advertising agency, to direct their advertising account.

#### Revere Clock Account to Wells Agency

The Revere Clock Company, Cincinnati, Ohio, has appointed the Wells Advertising Agency, Inc., Boston, to direct its advertising account. Magazines will be used to market Revere Telechron electric time-keepers.

#### "The Farm Journal" Appoints E. H. B. Watson

E. H. B. Watson, formerly advertising manager of the People's Home Journal, New York, has been appointed Eastern advertising manager of The Farm Journal, Philadelphia. His head-quarters will be at New York.

#### Changes in Staff on the Pittsburgh "Press"

Changes in Stall on the Pittsburgh "Press"

Harry C. Millholland, for many years an outstanding factor in the operation of the Pittsburgh Press, a Scripps-Howard newspaper, has been advanced from the office of vice-president and advertising manager to that of president of the Press Publishing Company. Owen M. Phillips, business manager, has been made vice-president. Frank T. Carroll, formerly with the Indianapolis News, comes to the Press as assistant business manager. Other changes in the re-organization include the appointment of C. A. Mewborn as national advertising manager and N. H. Tomlinson as local advertising manager of all the Scripps-Howard newspapers with headquarters at New York. Mr. Millholland's connection with the Pittsburgh Press dates from 184.

Frank T. Carroll, who now leaves the post of advertising director of the Indianapolis News to become assistant business manager of the Press, will take up his new duties September 20. He began his career in Detroit with the Detroit News. He was later advertising manager of the Press, and from 1911 to 1913 was associated with his brother, Dan A. Carroll, in New York. In 1914, he was appointed assistant to the business manager of the Press, is a former New Yorker, baving been associated with the Capper Publications, Wallace C. Richardson, Inc., and the W. D. Boyce Company.

R. E. Nuese. Jr., With

#### R. E. Nuese, Jr., with Williams & Saylor

Robert E. Nuese, Jr., recently adver-tising manager of the Gotham Silk Hosiery Company, Inc., New York, hai joined Williams & Saylor, Inc., New York advertising agency. He was at one time manager of the service de-partment of the Dry Goods Economit, New York.

#### H. W. Wilcox with Caterpillar Tractor Company

Horace W. Wilcox has joined the advertising staff of the Caterpillar Tractor Company, San Leandro, Callf. He was formerly advertising manager of the Gantner & Mattern Company, San Fran-

#### Dishwasher Account with O. S. Tyson Agency

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The Faspray Corporation, Red Bank, N. J., manufacturer of Faspray dishwashers, has placed its advertising account with O. S. Tyson and Company. Inc., New York advertising agency.

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Go after PHILADELPHIA not just part of it



When you place advertising in Philadelphia use the one paper that covers Philadelphia-the Bulletin. "In Philadelphia nearly everybody reads the Bulletin." In this retail trading area there are more than 550,000 homes and the Bulletin averages \*546,527 copies! And that's the whole story in a nut shell.

### Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads-

## The Evening Bulletin.



"The Evening Bulletin is sold on its merits as newspaper; no prize, premium, coupon, guessing contests, or other methods of artificially stimulating circulation have been used."

New York - 247 Park Avenue (Park-Lexington Building) Chicago - Verree & Conklin, Inc., 28 East Jackson Boulevard Detroit - C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard San Francisco - Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

\*Audit Bureau of Circulations' report of net paid daily average circulation for the six months ending March 31, 1927.

(Copyright 1927, Bulletin Company)

CIR

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# Consistent and Continuous Advertising Growth for 8 Consecutive Years

The New York Evening Journal's growth in August advertising has continued uninterruptedly for eight years as the following lineage figures show:

August, 1920-519,302 lines

August, 1921-620,228 lines

August, 1922-696,126 lines

August, 1923 - 707,994 lines

August, 1924-749,700 lines

August, 1925 - 763,820 lines

August, 1926-822,924 lines EV

August, 1927-833,764 line



18

## A Record Breaking AUGUST

During the month of August, 1927, the New York Evening Journal printed 833,764 lines of paid display advertising. This is the largest volume ever printed by the New York Evening Journal in August, eclipsing last year's record by 10,840 lines.

CIRCULATION FOR SIX MONTHS ENDING MARCH 31st, 686,740 DAILY NET PAID

More circulation than the Evening World and Sun combined—PLUS 113,816

## NEW YORK EVENING JOURNAL

Greatest Circulation of any Evening Newspaper in America and a QUALITY Circulation at THREE CENTS a Copy Daily and FIVE CENTS a Copy Saturday

913 Hearst Building Chicago, Ill.

ne

2 COLUMBUS CIRCLE New York City

General Motors Building Detroit, Mich.



## The News Is Detroit's HOME Newspaper



## 82% of Detroit homes taking any English newspaper take The News

A survey of 77,056 representative Detroit homes has recently been completed. Forty men were employed two months to make this survey and every item of information was checked for accuracy. The results of the survey proved conclusively The Detroit News' assertion that it is the home newspaper of Detroit. Of all homes taking any English newspaper The News was found in 82%, the morning paper in 26% and the second evening paper in 52%.

The News, moreover, duplicates 85% of the morning paper's coverage and 66% of the second evening paper's coverage, proving that in Detroit you can get maximum returns at lowest cost by concentrating in Detroit's HOME newspaper.

### **The Detroit News**

For 54 years Detroit's HOME newspaper

354,000 Sunday Circulation

330,000 Weekday Circulation

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### A Book of Etiquette for Christmas Advertising

Christmas May Be the Copy Writer's Brightest Opportunity but It Is Also a Time for Good Taste and Restraint

#### By Hartwell Chandler

Something less than 100 shopping days remain before 100 father will begin to trim the tree.

That grim fact was impressed on me a few days ago by one of the executives of a company which washing machines. course he isn't alarmed about the task of trimming the tree, knows that father will rummage around until he has found last year's decorations. Most of the tinsel festoons can be draped on the branches again this year. Some of the little glass ornaments are still intact and the colored lights were all put away in the attic carefully.

What concerns this washing machine man are the packages that father will tie on the tree. More especially, he is interested in how many fathers can be induced to hide behind Christmas trees certain bulky objects about half as big as their office desks, carefully wrapped in thin white paper and Washing tied with holly ribbon. machines, to be specific.

Christmas copy that will sell washing machines as Christmas gifts is on his mind.

"Each year it gets to be a bigger and bigger problem," he admitted.
"What in the world are we going to say that will have a sincere ring of the Christmas tradition to it and at the same time send a man down to the nearest dealer's determined to buy? Frankly, I can't see a washing machine as the ideal gift. My wife would be just a little disappointed if I gave her one for Christmas. She wants something prettier and more luxurious that she can take pride in showing to her friends. A wrist watch, a bale of lingerie, a ring or some furs would be just about 100 per cent with her. But a washing machine in spite of its out and out

usefulness fifty-two weeks a year? Never!

"I'll tell you what's wrong with a lot of us. We are bent on making out of Christmas somethi-- it was never intended to be. In the last twenty years, we have had the poor taste to turn Christmas into the prize merchandising event of the year. Nowadays, nearly everyone seems to have some sort of special Christmas savings account. 'Let's get our slice of it,' say a manufacturers. thousand And So do we. The Christthey do. mas appeal in our advertising is strained, far-fetched and sometimes ridiculous, but somehow it works. December sales always show that the bulge in the advertising budget was justified."

Well, well. It's possible to dig out Christmas copy that is farfetched and forced and ridiculous in its appeal, but not nearly so easy as you might think from this washing machine man's indictment. Get hold of a few old magazines and newspapers, yearlings and two-year-olds. many advertisers really do make themselves ridiculous? Not such an army after all. On the contrary, it's rather surprising to see how many advertisers have succeeded in getting ruddy warmth and sentiment without sentimentality into their holiday copy. Here is a rather neat example of the Seth Thomas Clock folks, taken from their Christmas copy last vear:

The Friendliest Gift you can choose The Friendliest Gift you can choose to convey your Christmas greetings is a clock. From the moment it first ticks out its "Merry Christmas" throughout all the long years it is a cheery, almost animate presence.

Because of this animate quality clocks have today a new decorative simifecance.

significance.

Equally impressive is the follow-

ing copy which the Gulbransen Company used as a lead in one of its Christmas advertisements year ago:

The Gift the angels brought to Beth-lehem!—the gift of music and song— Nothing you can choose will bring more deep and lasting joy into your home than this same gift. Give it—not for this Christmas only but for all the richer, happier years

to come.

And let it be music you play your-selves—and so enjoy far more than any other.
Such is the music of the Gulbransen

Registering Piano.

Where, in either case, does there appear straining for Christmas atmosphere? Or does the damaging thought slip into the reader's mind that these advertisers are aiming first and foremost at selling something regardless of its holiday appropriateness? In a somewhat similar manner Studebaker did a workmanlike job with a Christmas series. One of the pieces of copy

Not a shadow of a hint, not a word then . . . on Christmas morning . . a dainty little jewel case beside or plate, with the magic Keys to

. . . a dainty little jewel case beside ber plate, with the magic Keys to Happiness!

What more charming way to give your wife or daughter a Christmas gift of luxurious loveliness—a Studebaker

of luxurious lovenness—a Statuman of Custom Car.

Make this the happiest Christmas of her life by giving her the car of her dreams. Any Studebaker dealer will supply the magic Keys to Happiness and deliver the car on Christmas morning or when you wish.

For the most part, it would appear that mawkishness, downright silliness and sticky sentimentality are being crowded out of Christmas copy. So much good copy is being written each year that this weaker stuff cannot pay its way. Even the advertisers who have nothing to put in Santa Claus' pack but who want to get a holiday touch into their advertising have discovered ways to write naturalness and sparkle into their Christmas copy. Nothing could be much farther removed from Christmas merchandise than faucets, yet the Mueller Company had a page a year ago that could hardl" help please dealers and make prospects think. The page showed Santa Claus on a snow-covered roof listening at a chimney. The copy said:

Santa likes a quiet house. So make sure that you have quiet Mueller Faucets put in before Christmas Eve arrives. Mueller Faucets are comfort all through the year. They stay shut off.

And so on into the real story, Probably nothing could be more remote from holiday merchandise than the products of the Kraft Cheese Company. Nevertheless, Kraft, without evolving any farfetched appeal, kept women readers from forgetting its line in the competition of other advertisements in this manner:

Invite the Kraft family to join your family this Christmas season. There'll be a variety of occasions where a va-riety of cheese from the select "Kraft family" can grace the meal and delight the diners.

To the writer of advertising the problem of Christmas copy for a commercial hotel would seem to rank with that of the man confronted with advertising a livery stable in Detroit. Imagine trying to pump a thrill into Christmas away from home for a traveling man! This is how The Benjamin Franklin of Philadelphia advertised last year:

Freely do we grant that Christmas Day should, forgooth, be Spent at one's own Fireside. Yet there be some Trav-elers, home-loving Folk withal, who are

own Pressured to the control of the

does the usual Inn.
Here at The Benjamin Franklin you shall find no forbidding coldness, as of an institution. But, instead, such Homelikeness as to bring a deep content.

Here you shall feel the all-pervading Peace and Good-will of the Christmas Spirit. Here you are promised: Warm Welcome, Courtesy, alert Attention to your needs and thought upon your Comfort—always.

Amidst Merrie Christmas decorations, festive Musick shall be plaid, and in the beautiful Main Dining-hall shall be Serv'd Christmas Dinner of homelike Bounty.

There are rules aplenty for the building of Christmas copy. Mostly their application must be limited Take a food product. As a general thing it can't ask to be put on the



408,000

408,000 POPULATION of INDIANAPOLIS CITY CARRIER DELIVERY LIMITS (1927A.B.C.)

FAMILIES (3.9 PERSONS PER FAMILY, 1920 U.S.CENSU

85.522 CITY CIRCULATION of THE INDIANAPOLIS NEWS

OF the three daily newspapers in Indianapolis, the public has for years expressed an overwhelming preference for The INDIANAPOLIS NEWS.

The growth of The NEWS has closely paralleled the growth of Indianapolis, and today, with a population of 408,000 in the Indianapolis city carrier delivery limits, or 104,615 families, The NEWS has a daily circulation of 85,522—more than 81% coverage of all families!

With over 81% coverage by one medium, few national advertisers care to pay 60% to 80% additional for advertising space directed to the few remaining worth-while Indianapolis families not reached regularly by The NEWS. . . . Each year more and more national advertisers use The NEWS exclusively in Indianapolis.



## The INDIANAPOLIS NEWS

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL

Chicago: The Tower Bidg

Strictly speaking, it isn't Christmas merchandise; yet food products and many others that seem to be miles away from the holiday season can be made part of it by good copy. Good taste, plain everyday common sense and a little restraint will work won-ders. Your copy man can wax positively lyric over the beauty, enchantment and living eloquence of a radio set. He may dip his pen deep in romance and realism, if he chooses, in advertising a host of other products—saxophones, silk hosiery, sleds, silverware, ad infinitum—if only he be honest with himself as well as imaginative. And speaking of sleds, read the following and see if this most commonplace of wanted gifts doesn't bid persuasively for a place on the shopping list of any parent with a heart and an ear for fresh, zesty words:

Did you ever watch happy, shouting children on a snowy hillside—eyes bright, cheeks aglow, having the fun of their young lives? Boys and girls on sleek, swift Flexible Flyers whizing along like the wind!

And did you notice that little fellow off to the side? Dismal and forlorn—watching all the fun but having none himself—the fellow who said "Aw! What good's snow without a Flexible Flyer?"

Do not let your boy or girl miss all this healthful, outdoor fun. Make them happy with a Flexible Flyer for Christmas.

Yesterday I dronned in on the washing machine man. Some of his cynicism over the Christmas season as a merchandising satur-nalia had dwindled away. I thought he was just a bit cocky. On his desk was the first draft of a piece of holiday copy which he, himself, had just finished. It read:

What a gracious thing it is for a man to give his wife or mother a Christmas gift that will lighten her

heart.
But it's even more gallant and thoughtful to choose a gift that will lighten her household burden as well.
You can buy her furs or filmy silken things or a trinket on a golden chain. But you can buy something that's quite as personal and far more desirable. For once let the others give trinkets and baubles. You give the useful gift, the gift that makes home a sweeter, more livable place, a—Washer.

After all it comes but once a

year. Twice would be just about What with a once too often. championship fight, a world's series and a promising football season in the offing as the year's crop of Christmas copy must be planted and harvested, one holiday season every twelve months is plenty for the copy man. And think of father. The tree might stand two trimmings a year but he would certainly crack under the strain.

#### Olean, N. Y., "Herald" Added to Gannett List

Frank E. Gannett, publisher of the Frank E. Gannett, publisher of the Gannett newspapers, and John W. Baker, general manager of the Ithaca, N. Y., Journal-News, a Gannett property, have bought the Olean, N. Y., Herald. Mr. Baker will be publisher of the Mercilla. the Herald.

Mr. Cannett and his associates now own newspapers in Rochester, Utica, Elmira, Beacon, Newburgh, Ithaca and Olean, all of New York, and in Plain-field, N. J.

#### F. L. Pierce to Direct American La France Truck Sales

F. L. Pierce has joined the American La France Fire Engine Company, New York, manufacturer of fire engines and commercial trucks, and will be in charge of truck sales. For the last ten years he has been with the Federal Motor Truck Company, De-troit, reaigning recently as vice-president in pharms of sales. in charge of sales.

#### Hammermill Paper Company Appoints A. E. Frampton

A. Ellis Frampton has been made advertising manager of the Hammermill Paper Company, Erie, Pa., Hammermill bond papers. Harrison Baldwin is manager of sales and Charles W. Chabot director of distribution in charge of sales and advertising.

#### A. F. Perrin Joins "Roads & Streets"

A. F. Perrin, recently with Pit and Quarry, has joined Roads & Streets, Chicago, as its representative in the Middle West. He was, for seven years, with the Tradepress Publishing Corporation.

#### New Accounts for Carroll Dean Murphy

The Advance Theatrical Shoe Company, Chicago, and the Chicago Title & Trust Company, have appointed Carroll Dean Murphy, Inc., advertising agency of that city, to direct their advertising



The September 15th issue of Vogue contains 105,000 lines of advertising . . . advertising of absorbing interest to the fashionable, fashion-making women of America . . . and to the retailers who compete for their patronage.

A veritable great department store in the completeness and variety of fine merchandise shown... More advertising in this issue, in several classifications, than a number of leading women's magazines carry in an entire year.

In following her custom of making her shopping list from the current issue, the Vogue reader can select from

3 lines of Hats

5 " " Gloves

8 " " Dress Fabrics

9 " Corsets and Brassieres

10 " Hosiery and Lingerie

16 " " Footwear

17 " Ready-to-Wear

22 " " House Furnishings

38 " " Toiletries

(Classifying only 128 of the 217 display advertisements)

**VOGUE** 

One of the Gondé Nast Group

## Agreed...

In circles where advertising is seriously and intelligently discussed Main Street is the new sales objective and its magazine—THE HOUSEHOLD MAGAZINE—a matter-of-course selection.

D)

Main Street during 1928 will be in a commanding position. It will absorb a tremendous volume of branded merchandise.

3

Even a superficial survey of the character and size of stores on Main Street proves conclusively that a great opportunity exists here for business expansion.

2

It took THE HOUSEHOLD MAGAZINE with its concentrated strength of more than 1,650,000 circulation, to bring to the attention of national advertisers the open

gap prevailing in the chain of advertising and selling procedure.

m)

The fact that this market is immediately available through one overwhelmingly dominant publication, THE HOUSEHOLD MAGAZINE, is of compelling importance.

S

No wonder THE HOUSEHOLD MAGAZINE is progressing with such lightning speed. Its concentrated power produces so directly and tangibly that those who know from experience are planning still greater action and entrenchment to draw upon the vast purchasing power of Main Street.

## THOUSEHOLD MAGAZINE

"THE MAGAZINE OF MAIN STREET"

CHICAGO: 608 South Dearborn Street NEW YORK: 420 Lexington Avenue SAN FRANCISCO: 201 Sharon Building

ARTHUR CAPPER
Publisher

n

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n

D. M. NOYES
Advertising Manager

## Are people poikilothermal?

OLD-BLOODED" is a much simpler word, even if it does not stretch quite so far from East to West.

If people really are cold-blooded, unfeeling creatures, then advertising to the human side is money wasted.

Our story booklets are based on a different conception of the race. They appeal to that part of the public that loves and laughs, goes to the movies o' nights, and finds enjoyment in all the good things of life.

If you have something to sell to the home folks, here is a way to put before them the good points of your product in a simple but effective fashion.

Samples of the story booklets will be sent upon request.

### CHARLES FRANCIS PRESS

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

## More Scientific Selling by Fewer and Better Salesmen

Pointing Out a Needed Trend; if Records Are to Be Maintained

#### By Hiram Blauvelt

Vice-President, Comfort Coal-Lumber Co., Inc.

HAVE been interested in ask-I HAVE been interested in ask-ing many men, whose fingers are continuously on the business pulse, what they think will be the future of selling. It seems to be daily growing more difficult to sell -so much so that many businesses are now to realize that selling is the prime important activity of business. Manufacturing and production have demanded the lion's share of the executive attention in many lines heretofore. A great many factories have been little more than accounting businesses, so far as selling distribution was con-Now production caught up with supply and exceeded it. Business men who have been keen and excellent manufacturers are suddenly awakened to the fact that they must also be good distributors and real merchants.

One of the largest manufacturers of raw materials in America today

told me recently:

"We are perhaps one of the cleverest manufacturers in any line of merchandise in the world. Whenever a new problem of waste or process comes up in the factory, we tackle it immediately and solve We are continually studying our manufacturing costs and bringing them down. In spite of this, we could probably go into our mills tomorrow and cut our manufacturing costs one-quarter of 1 per cent, but let us try to go out into the market and get one-quarter of 1 per cent more than our present selling prices! We simply couldn't do it if we broke our necks. We are good manufacturers, but poor salesmen. Although we are advertising extensively and have out in the field highly trained salesmen, we have not yet been able to put real science into our selling, which is our great present problem. Within a short time, we must put our selling on the same scientific and economic professional basis that our manufacturing is on to-

day."

Another chief executive of a \$35,000,000 corporation tells me:

"We have just made an analysis of our sales and find that 80 per cent of our present business is what we win in strenuous competitive conditions, and only 20 per cent of it is a result of salesmanship. This cannot continue. No business can thrive and prosper unless not more than 30 per cent of its gross sales are gained in competition of price, etc., and at least 70 per cent of it is obtained on a non-competifive basis through intelligent selling and good salesmanship. Our great problem of the next five years will be to reverse these present percentages as nearly as possible. Until we can bring our salesmanship up to the level of our advertising, we shall not have crossed the danger line."

SMALL DEALERS ARE NOW EDUCATED

Buyers have become too skilled. Even the sons of retail dealers have gone through college and, in many cases, technical universities, and returned with knowledge that prevents them from being bluffed. The smallest successful dealer out Oklahoma today sees more people and makes more personal contacts in a day than the biggest retail buyer in the East did ten . years ago in a week. Through the mails, national publications, trade publications, and the calls of manufacturers' and jobbers' salesmen, these small merchants have become highly educated in their business, keener judges of quality and policy, cleverer buyers and shrewder business men all around. It takes a well-trained salesman with a real knowledge of his product and the dealer's own business to sell, satisfy and retain even the smallest, and

most out of the way dealer accounts today.

Another buyer of a \$10,000,000 concern says that very few salesmen who call upon him know any-

"To be sure, ours is rather a technical business and a difficult one to master. I don't see how a man can sell very well in it unless he knows a great deal about the business. On the other hand, if he does know anything, nine chances out of ten, you can't afford to let him continue as a salesman unless he is producing big business, and this is the sales problem which we, in turn, are confronted with in trying to merchandise our product."

#### A DIFFICULT TASK

The task of training salesmen is certainly a difficult one. Superficial training, and a short intensive course on a product are no longer sufficient for the astute buyers against whom the salesman today has to measure up.

"I am sick and tired of these high-powered salesmen," one retailer says, "who have had a two weeks' course in blue jumpers at the factory, seen a couple of dozen lantern slides and memorized a tenminute spiel on their goods. If you break into their story they have to stop, back up right to the beginning and start all over again."

This is borne out by the sales manager of a building material manufacturer:

"The time is coming when we will pay salesmen more money and have fewer of them. I do not think a man will be hired as a straight salesman so much in the future, but will rather come up out of the business into the sales force. Today a man must know his stuff to sell. I have no doubt any one of our company executives with their knowledge of the business, plus their enthusiasm for our institution, could go out and sell singly, without previous salesmanship experience whatsoever, much as five salesmen. would put it across on their experience and knowledge in our line of business solely."

A large manufacturer recently discovered that his sales in a par-

ticular product had not advanced in the last ten years. Upon study, he discovered that this line, which is 25 per cent of his total business. required a wide, technical knowledge to sell, and was difficult to sell at the same time. He found his salesmen were making only half-hearted attempts to sell this line, and were able to make their bread and butter very nicely out of his other products, which required very little sales effort on their part. He immediately concentrated all his present sales force on this large line, and is now turning to high-class technically trained men, whom he is building into an entirely separate sales organization. They will know this line and no other, and sell it exclusively.

By way of conclusion, let me cite an excellent example of intelligent study by a sales manager who is a personal friend of mine. First, he realizes the value of advertising. He has convinced his firm of the necessity of a high-class and consistent kind of advertising, and has assisted in writing much of the copy himself from actual sales experience in the field. Secondly, he has a force of what he calls "neutral" salesmen. These are not good salesmen in every sense of the word, and yet they are not bad salesmen in the sense that they hold the customer, keep making contacts, and are never in danger of doing anything which would lose a prospect.

#### BRINGING IN THE "CLOSER"

After these moderately paid salesmen of moderate ability have dug out the leads and followed them as far as they are able to a point where they are not able to do any more good, he has a few excellent salesmen, all high-price men, whom he terms his "closers." These go after the prospects which the "neutral" salesmen have been keeping warm and make as many closings as possible. In other words, they are the men who can put the deal across finally, and get the buyer's signature on the dotted line. Tying up this sales system very closely with good advertising, this sales manager has met with exceptional success.

## Follow the Specialty Shops!

They KNOW where advertising makes a profit

CERY few specialty shops (local retail stores other than department stores) have sufficient capital to SPECULATE in advertising.

Their every advertising dollar simply MUST show a profit.

And not only a profit, but an immediate profit.

Their owners, therefore, are most careful checkers of RESULTS, and that is why it is safe to follow the specialty shop judgment in the selection of media in any city.

The story of this NON-SPECULATIVE specialty shop advertising in Chicago evening newspapers over a ten year period is astonishing.

Read this table for the first six months of 1917-1927:

| EVENING    | . 1927    | 1917      | Gain |
|------------|-----------|-----------|------|
| AMERICAN   | 2,423,914 | 446,753   | 443% |
| Daily News | 2.321.784 | 1.029.234 | 125% |

From comparative nothing to supremacy in an exacting field in ten years!

Be assured that such a record could not possibly have been achieved by any newspaper that did not show consistent and profitable results.



a good newspaper

### Bell the Copy-Cat!

Imitation of Advertisement Copy Is Actionable Says British Law Court

#### By McDonough Russell

London, England

A N exceedingly important case recently heard in the High Court of Justice leads one to believe that the copy-thief can no longer flourish in the peace that timid lawyers have allowed him.

The case is that of Jansen and Nicholson, Ltd., versus Postans and Morley Bros., Ltd. The plaintiff manufactures a widely advertised enamel for home use under the name of "Robbialac." This had for its trade-mark the registered name surrounded by a rectangular panel. In its statement of claim the plaintiff said that "the defendant company deliberately and persistently copied the get-up of the plaintiff's goods and the style and design of their advertising matter, whether it was in the form of show-cards, color-cards or advertisements in the press. They succeeded in registering the name 'Rollsamel' and used a name plate consisting of this word surrounded by a rectangular panel, thus causing great confusion in the minds of the public between the goods of the plaintiff and the defendant." For these malpractices the plaintiffs sought an injunction, damages, and costs against the defendants.

The case lasted several days and the Court admitted as evidence and examined the various advertisements, show-cards and color-cards in question. Thomas Russell testified as an expert witness that the advertisements of the two litigants were similar and apt to be misleading and eventually the case was settled on the following terms: the defendant undertook not to use the word "Rollsamel" in a panel again, not to advertise Rollsamel again in any newspaper in the future, and to pay the costs of the action.

That the action should have been settled is a great misfortune from the legal point of view, as it would almost certainly have become a leading case on the subject. It is important as it shows that the

courts are willing to listen to such a case, which lawyers were inclined to doubt, and because the defendant company's lawyers were clearly of the opinion that judgment would have gone against them had they continued.

A flood of advertising for a mild disinfectant that has recently appeared in English papers is clearly the work of someone whose observation is keener than his imagina-Under sketches of young men and maidens rather too obviously giving each other the cold shoulder appears copy that is al-ready a debased version of that used so successfully in America for Listerine. The copy writer has even stolen Listerine's "halitosis" perhaps the only case where such a theft would be anything but welcome. At the same time we hear that the Lambert company is considering the idea of an invasion of Europe.

Prompt action in the law courts when the competitive copy first began to appear in England might conceivably have saved the situation for the Lambert company, although the case is not on all fours with the "Robbialac" action. The British law of copyright is very strict and the word "halitosis" at least might possibly have been protected if it is, as is commonly stated over here, the entire invention of the Lambert company's ad-

vertising agent.

#### Midwest Newspaper Advertising Managers Elect

At the semi-annual conference of the Midwest Newspaper Advertising Managers' Association, which was held recently at Kansas City, Mo., Steve Kelton, assistant business manager of the Houston, Tex., Chronicle was elected president. Roy Bailey, of the Salina, Kans., Journal was elected vice-president; Samuel Gerhart, of the Fort Smith, Ark., Southwest American, secretary, and Dan Wheeler, of the Springfield, Mo., News, sergeant-at-arms.

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# No longer can Boston Papers cover New England

There was a time, not remote, when Boston, traditional metropolis of the whole New England district, supplied most of the contiguous states and cities with the most important part of their daily news and comment. The metropolitan newspapers still penetrate wide areas east and north, but other newspapers have sprung up in many large communities and have become local shopping guides for

The Boston newspapers do not need to invade distant preserves. Their own natural shopping area has become their residents. rich and important enough to require all the service they

can render.

# Reprint from Advertisers' Weekly

The above quotation from an article "Getting into New England" in the July 16 issue of The Advertisers' Weekly gives a good picture of the impossibility of now covering New England by Boston newspaper advertising.

The Herald-Traveler does not need-nor does it attempt-to invade distant preserves. It confines its major activity to the trading territory. Within this area reside close to three million people. The Herald-Traveler has a higher percentage of its circulation within this trading radius than any other Boston newspaper.

# BOSTON HERALD-TRAVELER

Advertising Representative: GEO. A. McDEVITT CO. 250 Park Avenue, New York, N.Y. 914 Peoples Gas Bldg., Chicago, Ill.



For six years the Herald-Traveler has been first among Boston daily news-papers in National Advertising, in-cluding all financial, automobile and publication.

# Complete in Ads

A man wants a complete newspaper—a newspaper that will give him the news of his city, his state, his country and other countries in properly balanced proportions.

In Baltimore only the Sunpapers measure up to this specification.

A woman wants a complete newspaper, too. But her idea of completeness is often determined by the advertising columns. She wants the newspaper in which the department stores and specialty shops tell their stories in the fullest detail—listing every offering of every department. In Baltimore only the Sunpapers carry the full and complete advertisements of all the leading stores. Through the columns of the Sun-

# and in News---

papers—Morning, Evening and Sunday—those who know Baltimore best reach the homes of Baltimore in the quickest, surest, most economical way.

Your campaign in Baltimore can only be complete in the complete newspapers—the Sunpapers.

Average Net Paid Circulation for Month of August, 1927

Daily (M & E) 250,247 Sunday - - 194,765

Gain of 4,257 Daily and 5,436 Sunday Over August, 1926

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD, Bowery Bank Bldg., 110 E. 42nd St. New York

GUY S. OSBORN 360 N. Michigan Ave. Chicago

C. GEORGE EROGNESS, First National Bank Bldg., San Francisco

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Building Permits in Detroit since 1920 total \$100,000,000 greater than the total for the 42 preceding years—of course 700,000 people have moved into Detroit—and being strangers—without any newspaper habits—they preferred the Detroit Times—

|                                  | 1920   | 1927     |  |
|----------------------------------|--------|----------|--|
| DETROIT TIMES (City Circulation) | 5,025  | 241,834* |  |
| DETROIT NEWS2                    | 05,911 | 249,036  |  |

(City Circulation)
\*Evening Except Saturday

The Times is Growing with Detroit

# Shingles Give Battle to Patent Roofing

Blocdel, Stewart & Welch, Ltd., Shingle Manufacturer of British Columbia, Doubles Its Output with Advertising Campaign— Industry Prompted to Adopt Group Advertising

DURING the last five years the red cedar shingle industry of the Pacific Northwest has suffered a slump that brought no end of worry to the manufacturers. Production fell off, many mills closed their doors, and prices sagged be-

low the fair profit margin for practically all producers of

shingles.

The "fire ghost" is held responsible for this condition. use of shingles made from easily ignited resinous wood, presented a fire menace brought wood shingles, as a class, into disrepute. Many cities throughout the country have passed ordinances forbidding the use of wood roof-This has given the patent roofing industry the sales advantage at many points.

But the Northwest shingle men are staging a comeback that is now the feature of the lumber industry of the West Coast. While the Western lumber industry is only holding its own, the shingle division has jumped to good profits and a ready

demand which has thrown the mills several weeks behind in delivery of their orders. In August, prices mounted as much as 5 cents a day for several consecutive days.

There are perhaps several contributing factors to this period of prosperity, but advertising and sales promotion work has played an important role.

Bloedel, Stewart & Welch, Ltd.,

Vancouver, B. C., manufacturer of Red Band cedar shingles, started it about a year ago with an advertising campaign, international in scope, and it is significant that the shingle mills of British Columbia recently announced a group adver-



HOW ONE SHINGLE COMPANY IS MEETING COMPETITION WITHOUT KNOCKING

tising campaign to run in Canadian and American publications.

The experience of the Bloedel, Stewart & Welch company is another vindication of advertising as a potent means of hurdling sales resistance. A few months after the campaign got under way the firm doubled its monthly output, requiring two shifts instead of one as in former years. This in the

face of increasing prices from 10 to 25 cents per 1,000 over the British Columbia market, and 25 cents per 1,000 higher than American prices. On August 1, other British Columbia mills came up to this price level, which then was from 25 to 50 cents higher than American quotations. Dealer representation was increased 25 per

"Our major problem was to overthe adverse propaganda against wooden shingles as a fire hazard," reports Mrs. Laura Claus Perry, sales promotion manager of the firm. "Our first step was to insure maximum fire resistance by producing a shingle heavier and more unvarying in quality than formerly; hence our increase in price. This was a daring thing to do in the face of a shrinking shingle market, but it proved to be the real basis of our sales promotion work, for every claim we made could be substantiated in a quality product. It again proved the assertion that a successful advertising campaign is premised on a good

product. The firm's sales promotion work was broader in scope than mere advertising copy and the usual dealer helps. So firmly entrenched was the prejudice against wooden shingles as a fire danger that a double-barreled onslaught was necessary to relieve the public mind of this superstition. In conjunction with the Shingle Manufacturers' Association of British Columbia and the Red Cedar Shingle Bureau extensive tests were made of the relative fire resistance of cedar shingles and patent roofing. Minia-ture roofs were built, and covered with red cedar shingles and various types of patent roofing. Fire brands placed on these roofs, under various weather and wind conditions, gave the shingle men ample evidence of the fire-resistant qualities of their product. The results of these laboratory tests were photographed, and the elements of time consumed to ignite, velocity of wind, time consumed in burning through the various types of roofing, depth of charring, etc., were tabulated. This gave the copy man and the salesmen plenty of amBut the legislative angle presented another important problem Before sales promotion work could be even attempted in many communities with adverse city ordinances against the use of wood roofing, these laws would have to be repealed. In other cities where such ordinances were being proposed, this legislative activity would

munition to lay the "fire ghost."

be repealed. In other cities where such ordinances were being proposed, this legislative activity would have to be blocked. During the last year several anti-shingle ordinances have been repealed, and in eighty-five cities where anti-shingle ordinances have been proposed the shingle interests have succeeded in holding up action indefinitely.

It is pertinent that none of the advertising copy that appears in mtional publications calls attention to the "fire menace" controversy. This fire angle is covered in one of several pieces of direct mail supplied to the dealer for distribution among his customers and prospects. In this folder, entitled "Safety," the fire resistant qualities of Red Band shingles are outlined with the aid of photographic reproductions of comparative tests, along with in-terpretive statements. This phase is also graphically presented on large posters showing the comparative results of fire brands applied to different types of shingles. These posters are distributed among dealers to be mounted as displays.

The advertising of Red Band shingles to the consumer covers four points: Beauty, permanency, economy and comfort. Typical of this copy is the following:

THE SHINGLE HOME HAS NAT-URAL BEAUTY. An absence of artificiality characterizes the shingle home. Shingles with their slight irregularities and the lovely tones and blends possible in their coloring, offer to the home builder a gentle, soft charm of authertic artistic value.

builder a gentle, soft charm of authertic artistic value.

That this appealing beauty is obtained without sacrifice of durability
and comfort is an added satisfaction to
those who build with red cedar shingles.

Red Bands are perfect cedar shingles
triole inspected and branded with a
red band. They insure the home builter the utmost in red cedar shingle
quality. Send for booklets and name
of dealer near you.

The advertisements to the dealer in trade publications exploit the quality of the product and the advantage of handling a nationally ager exclu

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# "50,000 cases of Bean Hole Beans in ten weeks!"

"E have just closed the first ten weeks of our advertising effort in New York City, on Bean Hole Beans," writes M. L. Ponder, Division Sales Manager of Van Camps, "and because we have used THE WORLD exclusively, you will undoubtedly be interested in the results of the campaign so far.

"As you know, our only advertising appropriation in New York was \$25,000, all of which was expended in THE SUNDAY WORLD Gravure, with supporting black-and-white copy in THE EVENING WORLD.

"The primary effect of this campaign was the sale of 50,000 cases of Bean Hole Beans within a period of ten weeks. This was a volume beyond our expectation, in a market which we had originally believed would require an investment of at least \$150,000, in a number of New York newspapers.

"Each week since the launching of our advertising has seen a steady increase in the number of cases sold per week, until in the tenth week the volume amounted to three times the number of cases set as a weekly quota. It is interesting to note in this connection that over 60% of our present volume consists of repeat orders.

"Our analysis indicates that this is one of the most outstanding jobs we have done in any city in the United States, and, inasmuch as THE WORLD was used exclusively, we think that you will be equally proud of it."

The

**NEW YORK** 

Pulitzer Building New York Tetorid

Tribune Tower Chicago



advertised brand of shingles for which consumer acceptance has been created. In these advertisements, actual photographs of promhomes, with the owners' names used, serve as illustrations. This excerpt from an advertisement sets forth the nature of the appeal to the dealer:

WHY RED BANDS ARE THE
EASIEST-to-sell shingles. Red Band
shingles are cut from whole logs grown
in the finest stand of Red Cedar in
British Columbia. Red Bands are
graded in strict accordance with British Columbia specifications — world-

ish Columbia specifications—world-famed for high standards.

After passing a careful inspection the Red Band is placed around the bundle the most attention compelling sales building shingle trade-mark yet devised. The dealer with Red Bands in stock

The dealer with Red Dangs in stock has the assurance of a quality product —and more! To assist dealers in merchandising Red Bands, carefully planned and well executed dealer helps are furnished free of charge. For example, five consumer booklets, imprinted with the dealer's name, are obtainable upon five consumer bookiets, imprimed when the dealer's name, are obtainable upon application. These booklets tell the consumer the advantages of shingles in general and Red Bands in particular. Newspaper electros are available whenever desired—electros which tell the Deal Band story and allow space.

whenever desired—electros which tell the Red Band story and allow space for the dealer's imprint—making them dealer's own advertising.

the dealer's own advertising.

"More important yet—national advertising in home-building magazines is telling the Red Band story to best prospects in your community."

Incidentally this pioneer advertiser in the shingle industry has placed itself in a strategic position to cash in and tie into the group campaign which starts this fall and will continue for at least three years.

## New Account with Hicks Agency

The Amorskin Corporation, New York, has placed its advertising ac-count with the Hicks Advertising Agency, New York.

## E. D. Szold Joins Dearborn Agency

E. D. Szold has joined the copy staff of the Dearborn Advertising Agency, Chicago. He has been engaged in edi-torial and merchandising work.

## E. M. Benson Advanced by Lord & Thomas and Logan

E. M. Benson, of Lord & Thomas and Logan, has been appointed assistant general manager of the Pacific Coast.

## Are There Too Many Publications?

S. ROLAND HALL EASTON, PA.

Editor of PRINTERS' INK: Saturday was a rainy, gloomy morning until I turned to page 162 of your

issue of August 25. Then things began to look brighter, for

I nen things began to look brighter, for there before my eyes was the welcome heading—"Nut Papers Consolidate."

This comment ahould not be taken as any slam on the pecan or the peanut. I like both of 'em. And it may be quite all right for these big nut interest to have a "National Nut News."

But your heading hit my funny bone. I couldn't help reflecting what a fine thing it would be if a great many groups of "nut papers" could be consolidated

thing it would be if a great many groups of "nut papers" could be consolidated into a few publications that would have a real place in business journalism.

Would that we could go further and discourage the starting of a lot of "nut" publications. Only this week a business man remarked to me, "Here is another association announcing that it is going to have an 'official organ.' We are already in about six of them. They aren't worth a dollar to us, as far as I can see. I doubt that they get any real attention from the members of the several organizations, but to play safe against possible discrimination we will have to pay for a half dozen advertisements a year."

Let's form an "Association for the Discouraging of Nut Publications." We won't have any house organ or any

won't have any house organ or any "Fishul Publication." We'll make our views known in kidding talk—like this S. ROLAND HALL

## Organize L. A. Young Company at Detroit

A new organization, the L. A. Young Company, Detroit, has been formed for the manufacture of Walter Hagen golf

the manufacture of waiter Hagen going equipment. An advertising campaign is being planned for 1928. The officers of the company are: L. A. Young, president; A. C. Link, vice-president and production manager; Glenn H. Morris, vice-president, and director H. Morris, vice-president and director of advertising, and R. B. Whitlock, vice-president and sales manager.

## McMillen Company Appoints Geyer Agency

The McMillen Company, Fort Wayne, Ind., manufacturer of Wayne feeds for poultry and livestock, has placed its advertising account with The Geyer Company, Dayton, Ohio, advertising agency.

#### Goodyear Net Income Has Big Increase

The report of the Goodyear Tire & Rubber Company, Akron, Ohio, for the six months ended June 30, shows a consolidated net income of \$6,364,005, after charges and Federal taxes, against \$4,014,873 in the first half of 1926.

# 50% Increase in **New Orleans**



September 1, 1927

THE TIMES-PICAYUNE, New Orleans, La.

Gentlemen:

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You will probably be pleased to know that Sheaffer Pen, Pencil and Desk Sets sales in this territory showed a fifty per cent increase for the first six months of 1927 over the first six months

I believe we have used The Times-Picayune exclusively in New Orleans this year and I am sure these ads, coupled with the tie-ups you secured, were greatly instrumental in effecting the increase that we have enjoyed for these first six months.

Thanking you for your splendid co-operation, I am,

Very truly yours,

Hobard Ctreeton &

W. A. Sheaffer Pen Co., in La. & Miss.

The Times-Picayune ALONE can do the job in New Orleans! Advertisers in this market who recognize and make use of The Times-Picayune's unusual dominance of its field not only find the sales curve on the up-slant but find that the cost per sale is less.

# The Times-Vicayune A In New Orleans VA

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: CONE, ROTHENBURG AND NOEE, INC. Pacific Coast Representatives: B. J. BIDWELL CO.

# Here Is a Really New Market

by Est Gary

Written shortly before his death especially for "86% of America" the new business book on the Wage Earning Market. (Send for It)

TODAY, the families of Workmen are better clothed and better treated. The attendance of the Workmen and their families at church, of the children in schools, and of all of them at clean legitimate, healthful resorts and places of amusement, has materially increased.

"The sale and use of automobiles have been largely increased by the fact that a large majority of the Workmen now prefer to take excursions with their families by automobile, instead of spending their time at the saloons or other places and wasting their money in practices

that are physically injurious instead of benefi-

## An Entirely New Market

The American Workman stitutes a distinct class to be reckoned with. While the "white collar" market has remained financially static. these horny handed sons of toil have enjoyed an income increase of over 240%-have suddenly become prospects for advertised goods.

The Wage

Earner comprises 86% of America Where once, the "white collar" ma controlled advertised brand consump tion, this VAST new force wields the balance of power that may make or break the tomorrow's business leaden

Please remember that mentally a well as socially and financially, i the Wage Earner an individual market. Of all the great national magazines, he reads ONLY True Story. The older magazines edited avowedly for the more sophisticated middle classes (where they pile up three, four and five to a home have no appeal to the Wage Earner.

He never se "national your magazine advertising unless appears in Tru Story.

Advertisers who we like to sell food, the ter, clothing and less ries to 86% of America, will be interest in the new book by of the nation's leading thinkers, on the mean of the mean of the search o of the nation's least thinkers, on the point thalities of True Stay New Wage Earnis Market. The book called "88% of Amnica" and is bell mailed to business manual Additional Company of the control of th upon request. Addre True Story, 191 Broadway, New Yor City.

# 86% of America



I SOLATE, for a moment, the Wage Earning masses as marketing possi-bilities. These families will be found

bilities. These families will be round to comprise 86% of America!
It is but natural that more people now pay more money for True Story at the newsstands than for any other in the world. . . . True magazine in the world. . . . True Story is edited for 86% of America! Magazine advertisers MUST use True Story to sell this new market!

Concentrating in The N



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Wage

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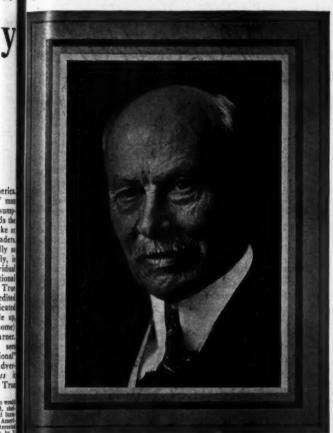
1927

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Addr



JUDGE ELBERT H. GARY Late Chairman, United States Steel Corporation

WRITES A. A. Vantine & Company, Inc., "We received four times as many 10 cent sample requests from True Story readers as there came in from the rest of our entire list, with almost four times as much circulation." No wonder! True Story readers were an entirely NEW market, never before reached by the extensive Vantine national advertising!

Some other advertisers who are insuring national leadership by selling the Wage Earning market (86% of America), through the ONLY great national magazine that taps it: Postum Co., Inc., The Fleischmann Co., Eastman Kodak Co., Lever Bros. (Lux Flakes & Toilet Form), California Fruit Growers' Exchange, Kotex Co., R. L. Watkins Co. (Mulsified Cocoanut Oil & Glostora), Lambert Pharmacal Co. (Listerine & Listerine Toot Paste), The Andrew Jergens Co., (Woodbury's Facial Soap), Aladdin Co. (Ready Cut Houses), Mennen Co., Northam Warren Co. (Creme Eleaya & Cutex), L. C. Smith & Corona Typewriters, Inc., Chesebrough Mfg. Co. (Vaseline), Zonite Products Co.

Effective with the February 1928 issues The True Story Group will be dis-solved. 1928 contracts for the Group at the Group rate saving will be accepted only up to and including October 193h, 1927.



FARM WOMEN, intelligent, alert readers of THE FARMER'S WIFE, are important factors to manufacturers of power plants and electrical apparatus. These women

want electricity and the conveniences such power brings. More than half of all rural households have oil stoves, phonographs, and kitchen cabinets. They can afford to buy and use light and power as well.

The farm women's influence is vitally important. You can reach this big market best through their own magazine, THE FARMER'S WIFE. This is the only magazine in America published exclusively for farm women.

# FARMER'S WIFE

A Magazine for Farm Women Webb Publishing Company, Publishers St. Paul, Minn.

Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

.......

Western Representatives Standard Farm Papers, Inc. 307 North Michigan Ave. Chicago, III.

Member Audit Bureau of Circulations te

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# Give Yourself a Fair Chance to Write a Good Letter

You Can't Produce a Good Letter Unless You Know What Impressions You Want to Make

# By Harrison McJohnston

IF 80 or 90 per cent of all the letters written every day are not as good as they ought to be, it is equally true that at least 80 or 90 per cent of the writers of these letters did not give themselves a fair chance to write letters as good as they ought to be.

A large percentage of these writers do not really know how to give themselves a fair chance to write a letter as good as it ought to be-and could be, if they would give themselves the said fair chance. What does a man do when he gives himself a fair chance to

write a good letter?

The first thing he can do is to get sharply in mind the definite purpose of the letter he is about This may be an easy thing to do, or it may be very difficult, much more difficult than is commonly supposed.

It is, of course, easy for him to picture the result he would like to get. But there's often a difference between the result he would like to get and the result that it is possible for him to get under all the conditions in the case.

A young man just out of college wanted to get started some-where in Wall Street. He had been taught that you have to deal with the man highest up in a business organization if you want a quick and final decision, and that the high-up's are men of few words, short and snappy. He wanted a good job in Wall Street, and he wanted it right away, so he wrote the following short, snappy letter-trying to adapt his style to the style of the man addressed:

appreciate it if you will let me see you about this as soon as convenient.

Yours very truly,

That letter was mailed several years ago. To date no reply has come from Mr. Morgan. Yet the letter was fairly well conceived. It's not really a bad letter. Maybe the young man thought it would pull because he had the courage to address Mr. Morgan personally, although the man addressed was somewhere in Europe at the time the letter was written and probably never received it.

It is altogether probable, however, that this letter writer did not give himself a fair chance, because, in all probability, no letter that he could possibly have written, or even have had some one else write for him, could have got the result he wanted. wanted his letter to do the impossible, and a good many other letters have been written in an attempt to have them do something that it would be utterly impossible

for any letter to do.

But to give a letter a fair chance to accomplish its purpose means a good deal more than setting up a purpose that can be accomplished. If the purpose to be accomplished is acceptance of an offer of one kind or another, and if the purpose of the letter is to gain immediate acceptance of that offer, then, in order to give the letter a fair chance for success, it is necessary for the writer to know the several impressions his letter must make in order to get this result. He must understand the conditions in the case well enough to enable him to know what thoughts and feelings in the reader's mind will cause him to take the action desired by the writer.

Unless a letter writer does this

Mr. J. P. Morgan.
J. P. Morgan and Company,
Wall Street, New York City.
My dear Mr. Morgan:
I just graduated from
I want to work for you and would

Sei

either intuitively or deliberatelyunless he has in mind the several effects or impressions that his letter must make in the reader's mind as he reads, the writer is not giving himself a fair chance at making his letter good; that is to say, making his letter accomplish his

purpose. The writer's ability in making these several impressions on the reader depends greatly upon how clear-cut these necessary impressions stand out in his own mind. If he has only a vague idea of what is required in the way of a series of impressions or effects which when made on the reader will cause that reader to take the action desired, he is not giving himself a fair chance to write a good letter. A good letter, of course, means one that is good enough to get the result wanted.

Deliberately to analyze the several impressions that a letter must make in order to be successful forces the writer to do some real thinking about his reader, taking advantage of all the facts in the case that he has for consideration. It compels the writer to get over on the reader's side of the fence. especially so if he defines the several impressions to be made in the words of the reader rather than in his own words. For example, if he plans a letter designed to get good leads for personal sales of an oil heater to home owners the list of impressions might be somewhat as follows:

"Is that so? That's interesting."

"That's right, the saving of time, worry about temperature, the aid to health-these advantages are worth real money to me."

"Looks like this heater really is free from these objectionable features I heard about."

"Guess I'll let Perkins tell me all about it. He won't try to use any strong-arm salesmanship on me."

That analysis of impressions does not, of course, look much like a letter, but it was the basis for a letter written by a man who gives himself a fair chance to make good

Here is the letter he letters. wrote:

Dear Mr. Hendricks:
James Doughlin on Franklin Street
figures that he lost more than a thousand dollars a year by delaying to
equip his furnace with oil heat.
His figures include a fair value on
the work and worry he saved and on
health insurance he had by having his
house cleaner and always heated evenly,
including the early morning dressing
and breakfast hour. He started every
day right.

and breakfast hour. He started every day right.

Mr. Doughlin's delay in equipping his furnace with Hart Oil Heat was caused by hearing some objections to oil heat in general. He didn't know the Hart had been entirely freed from the early imperfections—until one of his friends told him about it.

Now, Mr. Hendricks, I want to be your friend to tell you about the Hart—give you the facts and let you decide for yourself.

give you the lacts
for yourself,
I'll do this either at your home or
place of business. Just jot down when
and where on the enclosed card,
Yours very truly,
ELMER R. PERKINS.

That letter made good because it succeeded fairly well in making the four impressions just outlined -the four impressions which the writer of the letter figured were necessary in order to get the kind of reply he wanted. He knew that first of all he had to say something interesting to the reader, something to make him read on into the letter with interest. This. of course, is necessary in nearly every case.

Then he impressed the cash value of the various advantages of oil heat; then 'tried to remove any objections or resistance; then to get the action he wanted.

That is putting these impressions in third-party language. But the great advantage of stating them in first-party language, as illustrated above, is apparent. It forces thinking from the reader's view-point. This is an extremely important factor in successfully employing "impression analysis" a means of giving one's self a fair chance-to write out these impressions in the words of the reader's, as was done in this case. it is necessary to keep them clearly in mind while writing the letter. It is a good idea to write them out, using the reader's own words, in the case of every letter of any importance—until the letter writer

1927

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"NE of the main teasons why we have advertised in the Florida Times-Union steadily for the past five years has been due to the immediate results obtained from the very first. We realize that the Times-Union reaches all classes in Jacksonville and the reception in the homes of our city is highly favorable to the advertiser and his merchandise.

"We consider the Times-Union the best medium through which to reach the public as a whole because of its strong pulling power and low cost per reader based on extensive circulation."

# The Florida Times-Union JACKSONVILLE, FLA.

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acquires the habit of building his letters in this way through a sort of "mental arithmetic" instead of putting it all down on paper.

There are other ways in which many writers of letters do not give themselves a fair chance. Some are inclined to write too soon-before they have really given enough thought to the matter in hand. Others write too carefully their letters are labored and are not easy to read. Some are altogether too careful of their grammar and their rhetoric. obviously must have flunked out in their English language course when they were in school. Many make the mistake of following certain letter-writing rules blindly. They are slaves to the rules and therefore they make some ludicrous mistakes as letter writers. Again, there is the letter writer who looks upon all letters as a necessary evil to be handled as quickly as possible and avoided as much as possible-failing to realize that developing the art of effective letter writing is one of the most interesting and valuable games in the world-a game that is well worth any effort required to give one's self a fair chance to be good at it.

## Super-Salesmanship Is a Myth MACFADDEN PUBLICATIONS, INC. NEW YORK

Editor of PRINTERS' INE:

Mr. Feland's talk on "salesmanship" in your issue of August 25 is thoughtful and well warranted. It is about time that someone took this "selling" over by the borns and showed it up to be the phantom of a dull-witted Babbitt's fancy. "Salesmanship" has been made the god not only of advertising people but of every rising young man, whether his interests lie in the pen or the plow. We are told that "salesmanship" is the secret of landing an order or a wife, that are told that "salesmanship" is the secret of landing an order or a wife, that this mysterious art of selling will make a peanut yield milk.

Isn't "salesmanship" a matter of three common sense steps? These are:

1. Knowing what the buyer wants.

2. Procuring what he wants (intelligent manufacturing)

gent manufacturing).
3. Adequately telling him about what

wants. Recognized in this light, salesmanship is not a matter of jamming merchandise down an over-stuffed prospect's throat and so forcing the great panic that pes-simistic economists predict, but is a recognition of the fact that the buyer is all powerful and that the successful salesman is the man who offers some-

thing for which the buyer has a rel potential need.

Thus this matter of super-salesman-ship is shown to be a myth. The buyer himself, is seen to control the method of merchandising and the selling problem is seen not to rest solely in the hash of the salesman but to reach back right to the manufacturing process itself.

MACADEM PURILCATIONS. INC.

Macfadden Publications, Inc. Carroll Rheinsteom, Director, Advertising Service Eurem

### Employing Printers to Repeat Course for Laymen

The New York Employing Printen Association will repeat, this year, the course it conducted for laymen last year under the name of "Elements of Printing and Printing Processes." This course is designed to supply the needs of those whose work brings them in contact with the printing industry asd to whom a knowledge of the printing field from a theoretical and practice will be Irving B. Simon, production manager of the Cramer-Tobias Company, Inc., New York.

## Willard Welsh Advanced by United Stores

Willard Welsh Welsh, formerly with the ations department of the public relations department of an United Stores Company, Abilene, Kans., which operates fifty-four Piggly Wiggly Stores in Kansas, has been appointed advertising manager. He will have his advertising manager. I headquarters at Topeka.

### Lamp Account to E. T. Howard Agency

S. Robert Schwartz & Brother. New York, manufacturers of Esrobert lams, have placed their advertising accoust with the E. T. Howard Company, Inc, New York advertising agency. News-papers will be used.

### F. D. Crosby with Evans-Winter-Hebb

Francis D. Crosby, formerly a member of the staff of James F. Newcomb & Company, Inc., New York, has joined Evans-Winter-Hebb, Inc., Detroit, producer of direct advertising.

### Will Direct Kelvinator Sales in Canada

F. S. McNeal has been made sales manager of Kelvinator of Canada, Inc., London, Ont. He succeeds H. K. Patterson who has resigned.

## Purchases "Taxi News"

F. E. Lewis has purchased Taxi News, New York, from John Ullman, its founder. W. H. Marcy is now adver-tising manager, Isider Hess, promotion manager, and Edward McNamee, editor.

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New imps, count Inc., lews-

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Inc.,

# Produced Most Results Per Dollar

The New York Times:

We have had many inquiries from all over in response to our advertising. The New York Times Magazine has brought more results per dollar of advertising than any other publication that was used and among these we include monthly magazines of the highest quality.

> CHARLES J. BITOWF Imperial Pine Bath Company New York

Advertisers in The New York Times Magazine obtain a circulation of more than 650,000 copies each issue (that of the Sunday Times of which it is a part) a circulation greater than the combined distribution of five monthly national quality magazines. Low advertising rate, notable pictorial quality (printed in rotogravure), news and literary value.

# The New York Times Magazine

Sept. 15, 1927

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PRINTERS' INK

55



The largest magazine for MEN

The Elks Magazine

850,000 Identified Subscribers

50 East 42nd Street New York City

THREE out of every four homes in the twenty-five best buying districts of Detroit is the coverage offered by The Detroit Free Press to those interested particularly in selling the Fourth City alone.

9

In the twenty-five counties that embrace the Detroit market, The Free Press offers a coverage of every other one of the 538,828 homes.

9

This is the very best productive circulation available to any advertiser. It eliminates a mass of non-productive, non-English-speaking homes. It concentrates selling ammunition where sales are made...where dollars flow fastest from pockets to cash registers.

q

More than eighty per cent of your sales will be made from those homes in the Detroit market that regularly read The Detroit Free Press.

The Detroit Free Press

VERREE &

) CC

CONKLIN, INC.
Representatives

New York Chicago

Detroit .

San Francisco

# The Ear-Muff Manufacturers Advertise

The Tale, Nothing Extenuated, and a Whole Lot Set Down in Malice, of One Co-operative Campaign

# By W. T. Dorr

[EDITORIAL NOTE: The following history appears to have been written more in anger than in sorrow. But it seems worth presenting for the picture it gives of the fogs, rain-squalls and air-pockets besetting the course of the good plane "Co-operative Advertising." The anci-"Co-operative Advertising." The ane-dotes of an actual campaign, here dis-guised as that of the National Associa-tion of Ear-Muff Manufacturers, have been independently verified. Not all belong to this one campaign; but the comparatively few that do not are none the less historic incidents of other similar campaigns and their typical character is proved by the fact that in many cases practically the same story is told of several different associations.]

OME of us had begun actually S to dread the annual convention and it was all Tom Frost's fault. We watch each other fully as closely and suspiciously in the earmuff trade as in any other, but we always managed to bury the hatchet and have a good time at the convention-until Tom conceived the idea that ear-muffs needed a big co-operative advertising plan, with a trade-mark and a slogan and all the rest of the

fireworks.

From then on, Tom was just a plain pest and the convention was turned into a grand game of tag, with Tom always "It," and the rest of us dodging desperately to keep from being cornered and forced to hear the same old story of what he felt sure a good live \$500,000 a year campaign, with double pages in two colors in bigcirculation mediums would do for all of us. We had voted him down on the floor of the convention for three successive years when all he asked was the appointment of a committee to study the matter. But old Tom is a glutton for punishment-1920 had proved that, when the Army threw 4,000,000 ear-muffs on the market all at once and he was the only man in the business who ran fulltime right through it,

Sure enough, at the convention two or three years ago the first man I saw in the hotel lobby was Tom. I hadn't expected him so soon, and had no time to dodge. But he didn't open up on me right away; all he did was introduce me to a man he had with him-I'll call him Ressure, Mr. H. P. Ressure, and a delightful fellow he proved to be. You know most of us fellows have our plants in rather small towns, and we don't hear all the latest good ones, but this fellow had a line that was hard to beat. Before I knew where I was at, I was up in Tom's room; and in a little while there was quite a crowd of us theremost of the leading men of the industry—all listening to this boy's chatter, and enjoying ourselves mightily.

It wasn't until the next day, and after the opening session, that I caught Tom and found out who this Ressure was, and when I learned he represented the agency that had put over the big Cast-Iron Dog Manufacturers' cam-paign—you know, "The Glory of Your Lawn"—I'll admit I was impressed. And I was flattered when Ressure hunted me up and started to ask my advice about the makeup of the association, and the best men for him to talk with,

Well, Tom was such a good old scout, and Ressure such a likable chap, that it isn't surprising that at the closing session, Tom got his committee. We were all in a his committee. We were all in a hurry to get home, anyhow, and willing to pass anything to get the sessions over. But I wasn't pleased when they stuck me on the committee.

The committee met just three times in the next year, and it never scored 100 per cent attendance at any meeting, Can't say I

blame anybody; our plants are scattered around the country. It's hard to get away for even important committee meetings in the busy season and in the slack season you don't feel much like encouraging, by your attendance, a scheme to persuade you to spend

a lot of money. However, Ressure was always on hand, and always full of good ideas and cheerfulness, and he and Phil Johnson-Phil's secretary of the association, and had been strong for the co-operative campaign from the first-sent out a lot of letters to other associations that were advertising, and collected a bunch of data from the Census and what not. They helped us draft a stem-winding good report for next year's convention, recommending a five-year campaign, with pledges that, they hoped, would mean \$300,000 a year. Personally I thought that was a lot of money, but Ressure assured us you couldn't make the nation ear-muff conscious, and put over all the new uses he had thought up for the product, like using them to protect young tomato plants from late spring frosts, for a single cent less.

Well, the report was presented and adopted, but it wasn't the report, or any of the speeches in favor of it from the floor, that put it over. It was old Tom's latest argument. Maybe Ressure had thought it up for him, but I must admit, knowing our industry, it

was a winner.
You see, we active fellows in the association, after all, are only the little fellows in the industry. We hate to admit it, but it's so. Nipper Brothers turn out pretty close to 60 per cent of all the ear-muffs that are made in America and about two years ago they started to advertise nationally. They are the only firm in the trade that does and naturally this campaign of theirs has aroused a good deal of jealousy.

deal of jealousy.

So all Tom had to do was to whisper around that this co-operative campaign was the surest, cheapest way to put the rest of us on the map, and wake up the

consumer to the fact that Nipper Muffs weren't the only good earmuffs made, and he had a majority in no time.

There was a lot of enthusiasm when the committee report was adopted. It had been rigged up beforehand to put it over with a bang, and call for subscriptions from the floor then and there. Old Tom himself started the ball roiling with a promise of \$30,000 a year, and away we went. Before I knew where I was at, I put myself down for \$15,000 a year for five years. Phil Johnson announced at the close of the subscriptions that we had \$292,000 of the \$300,000 then and there.

Then a motion was put, seconded and unanimously carried to appoint H. P. Ressure & Co. agents for the campaign, and another one making our original committee the executive committee to collect the money and control all details. Then we all went home. In my Pullman berth I began to wonder and to figure how and where I could pull out \$15,000 a year and not cripple myself. Judging from what happened in the next few weeks, I was not the only one who did that.

We held plenty of meetings during this second year, you may believe. Phil Johnson did everything but send files of Marines after us. He was beginning to look a bit drawn and hollow-eyed and even Ressure didn't seem to me quite so genial as he used to be.

#### THE COLD GRAY DAWN

The first thing that hit us was the collection of that \$292,000. At our very first meeting we had a heart-to-heart talk and discovered that every man-jack of us wanted to shave his own subscription. had finally managed to figure out a way to put \$10,000 a year into the scheme and thought I'd done all that could be expected of me; but some of the others got pretty nasty. As far as the other subscribers were concerned, most of them never even answered the letters Phil Johnson sent out for us, We finally hired a man, out of the committee's own subscriptions

Broadening . . . .

Nation's Business has provided me with a broad prospective on the nation's commercial activities in a way that has been nothing short of inspirational. \_WILLIS H. BOOTH, Vice-President, Guaranty Trust Company, New York.

# NAZ ONS PISINESS

September

₻ 1927

An Answer to Mussolini's Challenge by Julius H. Barnes

The Day When the Auto Was a Joke by Chris Batchelder

Starting Business After the Flood by Dale Graham &

What Business Did at Stockholm by Merle Thorpe

Map of Nation's Business, Page 44



Published at Washington by the Chamber of Commerce of the United States

NOUNTED OF A ROLLOS CIPCULATION

to chase around the country and dun them. And even that didn't

work.

Then Ressure told us we'd have to adopt a definite quota, based upon each firm's annual gross. That seemed reasonable, but the next snag was that not a man was willing to open up his books to his competitors to prove that what he said was his last year's gross, really was just that. That held us for two meetings, and finally I got desperate and opened up; told all of 'em everything to prove that \$10,000 was all the quota any-body could reasonably expect of

Well, I don't really believe I lost much business solely from To be sure, that noble gesture. Plush & Velvet, who have been our distributors in the Detroit territory for thirty years, told me they got five telegrams the next morning from five other members of that committee, each offering them terms half a cent under our figure if they would switch; but of course that may have been a coincidence, and anyway, the five killed each other off without our having to bother about it.

And we did get a scheme for our quota worked out at last; started campaigning for subscriptions, and in the meantime the sub-committee we had appointed to work with Ressure & Co., came in with a beautifully designed trademark of crossed icicles, and a slogan—"Enjoy Your Winters."

Old Tom jammed those through without even calling for the nays. He'd been getting more and more wild-eyed and grouchy. The whole thing, especially the knowledge that he was responsible for it, was getting on his nerves. I'm told, also, that he was getting a lot of unpleasant prodding from some of his best friends in the trade, who had been told about the wonderful double pages in color, with the pretty girls wearing ear-muffs and tobogganing and skating and snow-balling and so on, and who couldn't understand why they hadn't seen any of them yet.

Well, we sent out a circular letter to all our members telling them to start using the slogan right away on their stationery and packages and what not, and we also told them that everybody was authorized to stamp their first-quality ear-muffs with the crossed icicles, and their secondquality with the association initials in a plain diamond.

Inside a month the fat was in the fire. It seemed that as soon as we issued those instructions, everybody in the trade except us committee members stopped making anything but first-quality earmuffs. We hadn't thought of any system of grading or inspection, and these fellows were blandly going ahead putting the crossed icicles on cotton and silk-cotton mixtures, while we were innocently using them only on our allsilk grades. The row that resulted cost us five of our biggest members, and there are echoes of it in the trade to this day.

Then, one day, out at the plant, Bill Peters, my own advertising man (not that we do any advertising worth mentioning; he's really a new-business man, but he handles what advertising we do) whom I had put on the executive committee we had appointed to handle details with the agency, came to me with a letter he had just received from Ressure.

It seems he had written Ressure asking some questions about the plan and layout the agency was supposed to have practically ready. Ressure's letter expressed surprise that Bill didn't know that his firm had been dismissed as agents for the "Enjoy Your Winters" campaign, six weeks earlier.

I got on long-distance to Tom Frost then and there. Yes, he'd done it. He'd been getting farther and farther at outs with his old friend Ressure, and finally he had just grabbed the telephone, called two other nearby members of the committee, told them what he was going to do, and when they offered no objection, had written a letter summarily firing the Ressure agency. He was very sorry he'd forgotten to mention what he'd done to the rest of us.

After that, I was pretty near



The combined income of all families living inside the city limits of Los Angeles amounts to \$966,000,000 a year.

A house-to-house check reveals that one half these families spend 77% of this money; the other half spend 23%.

But a fact of still greater importance to advertisers is this:

Practically ALL the 77% is available for advertised goods;

Most of the 23%, small as it is, goes for rent, bulk groceries, and non-advertised goods.

Acting on these facts, 587 business concerns now concentrate their advertising in the Los Angeles Times. They have become convinced through comparing the results obtained from different mediums, that—

Los Angeles Times reaches the first half; It takes 5 other Los Angeles newspapers to reach the second half.

Los Angeles Times furnishes advertisers with CONCENTRATED ZONE CIRCULATION, DOMINANT HOME COVERAGE, MASS SALES AT A LOW COST.

Los Angeles Times



REMEMBER how good that little bus looked. back in the old ten-minute-lunch-grabbing days? It would look pretty tinny alongside the limousine you bought last spring.

But that's the difference between yesterday and today.

Lots of things that you considered luxuries ten or fifteen years ago look pretty commonplace now. And lots of other things you didn't dream of even as luxuries are everyday necessities.

There are hundreds of thousands of folks just like you. Like you they are a part of the prosperity that has swelled the national income from 27 billion dollars to 90 billion . . . in ten short years!

The expansion of the new class market of free spenders created by this prosperity has been rapid . . . so rapid that some manufacturers are not aware of the new sales problem now confronting them . . . . how to reach these folks.

Where do they buy? Where do they live? What do they read?



They buy in 657 cities and towns where over 70% of the nation's business is concentrated.

They live in the better sections of these same cities and towns and wealthy suburbs.

They read... one in six of these worthwhile families.... Cosmopolitan. Despite its 35 cent price Cosmopolitan is on the reading table i a million and half of their homes every month of the year.

A wonderful sales opportunity . . . . to talk to such folks . . . who buy only quality products.

#### 8

One of our representatives would be glad to present other interesting angles of the Cosmopolitan story.

## Advertising Offices

- 326 W. Madison Street 5 Winthrop Square Chicago, Illinois 119 West 40th St. Boston, Mass.
- General Motors Bidg. New York City

  Detroit, Michigan

  San Francisco, Cal.

through, but I attended one more meeting. At that I learned that the campaign for quota subscriptions was just about ready to begin picking at the bedclothes, but one or two of the stubbornest of my fellow-committeemen had a new and ingenious scheme to save the day.

They were going to call on Joe Nipper, of Nipper Brothers, sell him the idea of the co-operative campaign, and get a big enough. subscription from him to make up the original \$300,000 total. wanted me to join them in calling on him, but I declined.

Somehow, in view of the fact that nobody had made any particular secret of the selling argument that had been used to pass the resolution officially authorizing the campaign in the first place, I wasn't very much surprised to hear, a week or so later, that

Joe had declined their proposition.

The last I heard, the remaining members of the committee were still trying to settle the question, whether or not Tom Frost's gross from the sale of wristlets and spats should be considered subject to the quota for the ear-muff campaign.

The first double-page spread has not vet appeared.

### All-Western Direct-Mail Convention to Be Held

The Second All-Western Direct-Mail Advertising Convention and Exposition will be held in San Francisco on May

2, 3 and 4, 1928.
Charles W. Collier, convention manager of the International Direct-Mail Advertising Association, recently opened a temporary headquarters in San Francisco and promotion work for the convention is being launched.

Frank H. Abbott, Jr.. of the Sunset
Press, San Francisco, is chairman of

the convention committee, and Don Gil-man, also of the Sunset Press, is chairman of the sessions committee.

#### August Chain-Store Sales

|                                  | 4400           |                |            | -                  |               |      |
|----------------------------------|----------------|----------------|------------|--------------------|---------------|------|
| Company                          | August<br>1927 | August<br>1926 | %<br>Chang | 8 Months<br>e 1927 | 8 Months %    |      |
| 1F. W. Woolworth .               | \$21,400,398   | \$19,012,677   | 12.6       | \$158,342.610      | \$145,615,174 | 8.7  |
| 2J. C. Penney                    |                | 8,084.987      |            | 82,208,835         | 62,484,849    | 31.6 |
| S. S. Kresge                     |                | 8 713,209      | 20.6       | 76,205,405         | 67,436,420    | 13.0 |
| Safeway Stores                   | C 04 C 4 C 0   | 4,816,991      | 41.5       | 48,426,105         | 35,526.622    | 36.3 |
| S. H. Kress                      |                | 3 854,028      | 18.4       | 31,981,003         | 29,238,259    | 9.4  |
| W. T. Grant                      |                | 2,371,224      | 31.3       | 23,197,645         | 19.183,277    | 20.9 |
| 4McCrory Stores                  |                | 2.505,701      | 21.8       | 22,908,974         | 19,163,052    | 19.5 |
| Childs                           | 0 460 640      | 2,189,487      | 12.4       | 19,224,472         | 16,877,057    | 13.9 |
| Hartman Corp                     | 1,706,464      | 1,642,805      | 3.8        | 11,464,835         | 12.090,207    | -5.1 |
| J. J. Newberry                   | 1,231,231      | 783,037        | 57.2       | 7,835,292          | 5,146,359 5   | 52.2 |
| J. R. Thompson                   | 1,183,228      | 1,152,539      | 2.6        | 9,416,483          | 9,511,763 -   | -1.0 |
| McLellan Stores                  | 976,012        | 713,336        | 36.8       | 6,018 600          | 4,520,868 3   | 33.1 |
| <sup>6</sup> Metropolitan Stores | 965,167        | . 801,003      | 20.4       | 6,735 396          |               | 3.4  |
| <sup>7</sup> D. Pender Grocery   | 962,512        | 813,013        | 18.3       | 7,957,489          | 6,784,911 1   | 7.2  |
| *F. & W. Grand                   | 944,316        | 702,735        | 34.3       | 7,244,796          | 5,902,023 2   | 22.7 |
| G. C. Murphy                     | 735,972        | 606,319        | 21.3       | 5,659,280          | 4,479.359 2   | 6.3  |
| Peoples Drug Stores              | 654,246        | 501,462        | 30.5       | 5,075,173          | 3,850,450 3   | 11.8 |
| Loft, Inc                        | 566,249        | 614,668        | -7.8       | 4,955,654          | 5,127,308 -   | -3.3 |
| Neisner Bros                     | 492,900        | 339,439        | 45.2       | 3,563,922          | 2.154,750 6   | 5.3  |
| 10 I. Silver & Bros              | 393,632        | 336,358        | 24.1       | 3,093,817          | 2,492,471 2   | 4.1  |
| Fanny Farmer                     | 295,554        | 228,741        | 29.2       | 2,240,737          | 1,950,309 1   | 4.8  |

1 Woolworth reports that the old stores of the company contributed \$1,663,316, or 8.79 per cent, of the gain in August and \$7,434,241, or 5.16 per cent, of the

or 8.79 per cent, of the gain in August and \$7,434,241, or 5.16 per cent, of the gain for the eight months.

3], C. Penney reports 984 stores in operation at the end of August, 1927.

3S. S. Kresge reports 409 stores in operation at the end of August, 1927, against 338 stores in operation at the end of August, 1926.

4 McCrory Stores report 214 stores in operation at the end of August, 1926.

5 McLellan Stores in operation at the end of August, 1926.

6 McLellan Stores report 121 stores in operation at the end of August, 1927, against 110 stores in operation at the end of August, 1926.

7 Metropolitan reports 90 stores in operation at the end of August, 1927, and 80 stores in operation at the end of August, 1926.

7 The David Pender Grocery Company reports 361 stores in operation at the end of August, 1926.

8 F. & W. Grand reports 54 stores in operation at the end of August, 1926.

8 F. & W. Grand reports 54 stores in operation at the end of August, 1926.

8 Neisner Brothers report 20 stores in operation at the end of August, 1927, against 15 stores in operation at the end of August, 1927, against 15 stores in operation at the end of August, 1927, against 15 stores in operation at the end of August, 1927, against 15 stores in operation at the end of August, 1927, against 15 stores in operation at the end of August, 1927, against 15 stores in operation at the end of August, 1927, against 15 stores in operation at the end of August, 1927, against 16 stores in operation at the end of August, 1926.

# 50,000,000 people

are waiting to buy from you



They live in America's easy-to-sell market where profitable return invites intensive selling effort

(turn to next page)

# Here are folks well able and ready to buy

Fifty million men, women and children, demanding the necessities and luxuries of life, can not be denied, nor ignored. They insist on service, and they will get it because they have the money to buy.

They will get it from you—or from some other manufacturer.

These millions are Americans. They live on farms, yet in the things they need and crave they are identical with folks who dwell in the cities and towns. They differ only in that they live on fertile acres. They are the people of Rural America—the "other half" of America's market.

Well able and ready to buy, Rural America is a field that invites and rewards intensive selling effort. It is easy-to-sell, because competition has not yet become keen. It is easy-to-reach, because Rural America is made up of a series of individual, compact, readily accessible markets.

There is opportunity for you in Rural America—particularly if you are among the first. H

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## AT IT IS ON WHERE IT IS ON HOW TO REACH IT

# How to locate your most profitable markets

To effectively apply selling effort in Rural America requires a thorough understanding of its individual markets. Some hold forth a maximum possibility of profitable return; others are less promising; and in still another class are those justifying little or no attention.

Location of the profitable markets is simplified by the new Marketing Guide to The "other half" of America's market. The sections which offer the greatest concentration of purchasing power and the greatest return are definitely and accurately separated from the others. For example, 1,289 of America's 3,066 counties are classified as "3-star" counties, Rural America's best; 935 are given a "2-star" or second rank; and 842 in the "1-star" group are those of least importance.

In determining the relative market value of the counties, many contributing factors were combined and considered. The comparisons thus gained afford the most complete and valuable insight ever gained into Rural America.



The Marketing Guide presents practical and dependable information to sales and advertising executives. It was compiled by disinterested, unbiased authorities, for the Standard Farm Paper Unit. Copies are distributed by appointment to advertising advertising agencies

(turn to next page)

## RURAL AMERICA READS - THEN BUYS

# One unified medium reaches all your best markets

Your job of selling Rural America is further simplified by use of the Standard Farm Paper Unit—one unified coverage for the entire group of markets, with largest circulation where purchasing power is greatest.

Ninety per cent of the Unit's circulation is concentrated in the 30 leading farm states, in which are found:

90% of total farms

87% of farms free from mortgages

90% of farm building values

89% of all farm crops (1926)

84% of all livestock values (1926)

84% of farm-owned cars

91% of farm-owned tractors

88% of farm-owned radios

82% of farm-owned electric light plants

Here are the folks well able to buy: over 2,000,000 families read the Standard Farm Paper Unit publications. May we furnish you with further proof of the complete, economical coverage the Unit gives you?

# The STANDARD FARM UNIT

One order-one plate-one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO

NEW YORK

Courtney D. Freeman, Western Manager 307 North Michigan Avenue Willard R. Downing, Eastern Manager 250 Park Avenue

San Francisco, Kohl Building

Your sales problem is national — but your dealer's is always local The Standard Farm Papers meet both!

Missouri Ruralist The American Agriculturist

The American Agriculturist The Wisconsin Agriculturist The Breeder's Gazette The Prairie Farmer Ohio Farmer Wallace's Farmer The Progressive Farmer The Nebraska Farmer Kansas Farmer The Farmer, St. Paul Hoard's Dairyman

Pennsylvania Farmer Michigan Farmer

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Paul

# By Ralph Crothers

MANY a good advertising man, it seems to me, has often been spoiled when he strayed into the field of fictionized literature. I feel sure, however, now that I have made this remark, that someone is going to rise in the back of the hall and point out some of the fiction in recent advertising copy.

There is much of it—no doubt of that—especially if we include under fiction dressing up the product, inventing new things for it to do, speaking about it quite openly in the market place, and with pride. H. G. Wells, for example, has proved that he is no mean copy writer when he comes to describing products in the words of an advertising man.

The collector of books on adverising will eventually have to include in his library all modern novels, for I am amazed to see the number of times that the author of today feels it necessary to bring into his book, no matter what it is about, something concerning advertising or advertising people. It is one indication of how close the whole business has got to the heart and core of America.

Take Struthers Burt's ook, "The Delectable Mountain," or instance. It is a polished novel ike his previous ones, written for he Southampton-Newport stratum f society. Yet even Mr. Burt an't finish his novel without sayng something—quite a little, in act—about advertising. It seems o me that many a manufacturer as been in the position we disover Mr. Londreth of Philadelhia to be in, on page 279 of Burt's ook. Shall the modern manufacurer call his new icebox the Icy reeze, or shall he name it after imself? Shall he label his new acuum cleaner the Get'em All or hall he name it after his wife's ousin? That is somewhat the roblem Mr. Londreth faces, as we hall see. Here is the way Mr.

Burt outlines Londreth's problem:
"It is a difficult task to choose
a name for a new automobile, especially nowadays. It is easy
enough to call it after yourself,
but as Mr. Londreth had just said,
"The Londreth' might mean something in Philadelphia amongst a
limited number, but outside of
Philadelphia it wouldn't mean anything.

"There's the Ford,' objected Mr. Anthony, his advertising secretary. 'The Dodge—dozens of 'em.'

"Yes," agreed Mr. Londreth drily, 'I've heard of them, but if you'll notice, they're better names than Londreth. Short and usually with what I think you call in your lingo a selling suggestion. Ford—what's that make you think of?"

"Mr. Anthony's high forehead, the forehead of a dreamer, wrinkled.

" 'Rivers.'

"'Exactly, and crossing them. Crossing anything, anyhow. And Dodge . . . what's that?'

"'By golly,' exclaimed Mr. Anthony with the enthusiasm that so annoyed his employer, 'Of course! You ought to have been in the advertising business yourself, Mr. Londreth. The psychology. ..'

"Mr. Londreth waved a weary hand. T've heard of that too,' he remarked. I pay you to put it into practice, not to tell me about it.'

#### CHECKING THE ATTRIBUTES

"'Well,' said Mr. Anthony, somewhat subdued, 'let's see. Let's think what kind of a car it's going to be. All that's decided, isn't it?' He began to check off on his long and nervous fingers the attributes of the as yet unborn dragon. 'Beauty—Solidity—Conservatism—Performance—Ease of control. . . Cost that will appeal only to the upper classes. . . A—umm—what you might call a slight touch of snobbishness, if I may say so.'

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"'I'd like to call it The Quaker Girl.' interposed Mr. Londreth musingly.

"Mr. Anthony laughed. 'You're joking?'

"Yes," said Mr. Londreth. 'I suppose I am, although, so long as I am doing it, and so long as it is going to be the best car of its kind in the country, I might just as well be patriotic. Those Middle-Western fellows make me sick with their motor cars. They're the only product they beat us in anyway, and now I am going to show them they can't even do that.

"Mr. Anthony looked troubled. 'I've gone over that field pretty Mr. Londreth, thoroughly, sighed, 'and I can't find a single appropriate name that hasn't already been used. Philadelphia's the worst place for finding something that's both catchy and dignified I ever saw. Independence, Liberty Bell, Rittenhouse, Schuylkill, Delaware—not one of them will do. . . . He resumed his spaced declamation. 'For women only. . . . That's the biggest selling point. Mouse gray upholstery. Solid silver fittings. . . .

"'It's all a rather bad joke, anyway,' interjected Mr. Londreth moodily, as if no one had been speaking but himself."

I think that Mr. Londreth's remarks and his looking moodily out of the window explains who it is that okay's so much dull copy these days. It has always been my supposition that big business executives like Mr. Londreth enjoy conferences, but no. Mr. Burt tells every advertising agent just what the big manufacturer expects of him when he says:

"These conferences with Anthony annoyed him. Why couldn't the fellow leave him alone? He had told him just what he wanted and what more was there to be said? Why couldn't he do all the elimination of undesirable names by himself and then hand in a suitable list? If this sort of thing kept up he would send Anthony back to the unimaginative advertising of banks and real estate projects from which he had taken him and hire some younger man, as his son James had advised him to do in the first place."

Mr. Anthony is working along lines which every advertising me will admit are good and he show how the machinery goes around in this difficult endeavor to find a new talking point for an automobile. Let us listen to Mr. Anthony:

"Ladies only, repeated Mr. Anthony slowly. 'Ladies only.... That's the clue I've been working on, Mr. Londreth, for three months and that's the right one."

"'Sounds like a wash-room," murmured Mr. Londreth.

"'Ladies on-I have it!' Mr. Anthony suddenly smacked the fat of his right hand into the palm of his left, his long face illuminated

"'Don't be so noisy,' snarled Mr. Londreth.

"Mr. Anthony failed to hear the rebuke. 'It ought to be a French name,' he announced jubilantly. 'A French name. Why didn't I think of it before?

'Why a French name?" " Because, Mr. Londreth, its been my experience that whenever you want to attract a certain class

in America, if you'll give a slightly foreign twist to a thing it's as good as sold already-particularly when ladies are concerned. French name for most products, Latin names for new diseases.' He grinned."

#### ETHICAL TO THE LAST

Now observe how Mr. Los dreth, ethical to the last, refuse to take a name which is so close to that of another car.

"'French names still?' inquire Mr. Londreth. 'I thought they

get over that.

"'Not a bit of it. Not a hit Study the advertisements of an of the magazines,' Mr. Anthor was silent for a moment.

ambeau?' he said explosively.
"'No,' retorted Mr. Londreth.

" 'Fondulac?'

" 'Too near another good car.' " 'Verdun?'

"'It isn't a tank,'

"'A lady's name, I think, n flected Mr. Anthony. 'A lady name. . . . ' His face sudden brightened again. 'I've got it!' exclaimed. 'Round, stately, easy

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# Los Amueles Avanniner

# leads the entire field in Radio Advertising

Los Angeles Fifth Annual Radio Show, in attendance and number of exhibits, second only to the New York and Chicago shows, opened Sunday, September 4th.

The Los Angeles Examiner in its issue of September 4th,

carried in its Radio Show Beautiful Section

# 30,079 lines of Display Advertising

or 5362 lines more display advertising than all five other papers in Los Angeles.

## HERE'S THE RECORD

# LOS ANGELES EXAMINER 30,079 lines Other papers

Second paper . . 9,905 lines Third paper . . 8,834 lines Fourth paper . . 2,954 lines

Fifth paper . . . 1,778 lines Sixth paper . . . 1,246 lines 24,717 lines

# EXAMINER'S EXCESS, 5,362 lines

All of which goes to prove that the right paper—with the ight cooperation—combined with the largest morning and unday circulation West of the Missouri is recognized for its bility to deliver the goods for its advertisers.

fore Than 195,000 Families Daily Los Anneles - Lxaminer

More Than 425,000 Families Sunday

"The Greatest Salesman in the West"

Largest Home Delivered Circulation of any Newspaper in Los Angeles

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pronounce, and exotic-Pompadour. Just the right touch.'

"'She wasn't a very good woman,' observed Mr. Londreth dubi-

"'All the better.' Having convinced himself, Mr. Anthony was proceeding to convince his audience. 'There's nothing that so attracts the good women as the reputation of a bad one. You know that yourself, Mr. Londreth. Think of the thrill the ladies who ride in that car will get. All the feelings of a French courtesan with none of the responsibilities.'

"Mr. Londreth studied the sug-

gestion in silence.

"'You're all right,' he said at length with a nod. 'All right. You're almost too imaginative, but you've saved your job."

The new car, finally called the "Pompadour Country Club," light, three-seated and dangerous, "was soon in the hands of dozens of semi-intelligent school girls," says

Mr. Burt.

Then came the job of picking a real slogan. "For women of the better class" was finally decided upon. For, as the author points out, although a good many men will admit that they do not belong to the better class and have no intentions of seeking it, few women with any sort of an income will do the same. As a sort of a subslogan to go with the other one, Mr. Anthony suggested "The good little car with the fast little name." When the advertising copy came to be written Mr. Londreth, true to his position said, "Don't show them to me, I don't want to read them, they are vulgar."

somehow wish that many manufacturers would take those words of Mr. Londreth's to heart. It would make them, I believe, okay a great deal more copy which is addressed to their customers and not to themselves. And then came the copy itself, and listen to this:

"You ladies of America who buy your clothes in the Place Vendome, your jewelry in Bond your shoes on Avenue, whose cool summers are passed at Bar Harbor or Dinard, whose sunny winters take you to Palm Beach or Santa Barbara, why do you, so particular in other things, leave the choice of your car exclusively to your men? Men de mand only practicality and per-formance (an egregious lie!). The Pompadour, built especially for you, gives these things plus the grace and beauty essential to the soul of the well-bred woman, You are judged by your car; let the judgment be just. Plead for a Pompadour."

Thus the subsidiary slogan crest into the copy. "Let the judgment be just. Plead for a Pompadour."

There is no use trying to fool these novelists. They have been studying this advertising business

#### Curb on Reckless Driving Not Helped by Speed Advertising CHEVROLET MOTOR COMPANY

DETROIT, SEPT. 6, 1927.

Editor of PRINTERS' INK:

I read with interest the article published in PRINTERS' INK (September 1 issue) entitled "Danger Ahead-Slow Down Automobile Advertisers!" I agree with the sentiment expressed the article. We all realize that the in the article. average driver should have a motor that

average driver should have a motor the has the power and acceleration to main him feel safe in times of emergency. With the larger number of automobiles on the road, we have new conditions to consider from a safety stast point. I believe that accenting the point of speed can cause a reaction at the part of the public which may it damaging to the automobile business in damaging to the automobile business in

damaging
the future.

I believe everybody interested in the
automobile industry should constantly
reckless driving. Surely too much concentration on the theme of speed in advertising is all a step in this direction.

R. H. GRANT, Vice-President in Charge of Sala.

#### A. L. Dean to Direct Livermore & Knight Sales

Arthur L. Dean, vice-president of the Livermore & Knight Company, Is., Providence, R. I., advertising agest has been placed in charge of sales. It was recently manager of the New York office. Stanley Holt is now in charge at New York. He was formerly will the Providence office. the Providence office.

#### Banking Account for Advertising Counsellors

The American National Bank of Cas den, N. J., has appointed Adversis Counsellors, Inc., Philadelphia, to does its advertising account. Newspapers of door advertising and direct-mail will

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If advertising values could be measured by mathematical formula, space-buying would be reduced to a slot machine pro-

edure. As it is, only by areful analysis is the adverser certain of his money's worth. Good judges of value re buying Good House-eeping.



J. WALTER THOMPSON COMPANY

has placed advertising for the following firms in OCTOBER Good Housekeeping:

Franklin Baker Company The Chas. W. Breneman Company Cheek-Neal Coffee Company J. & J. Colman, U. S.A., Ltd. Corning Glass Works Cream of Wheat Company Dwight Manufacturing Company Richard Hellman, Inc. Horlick's Malted Milk Corp. Howlett & Hockmeyer Co., Inc. Japanese Tea Growers Ass'n. Andrew Jergens Company ("Castolay") ("Jergen's Lotion") Lever Brothers ("Lux") ("Lux" Toilet Soap) The Linen Thread Company W. H. & A. E. Margerison & Company The Norwich Pharmacal Company Parker-Regan Corporation Penick & Ford, Ltd. Phenix Cheese Corp. (Club Cheese)

Penick & Ford, Ltd.
Phenix Cheese Corp.
(Club Cheese)
Phenix Cheese Corp.
(Cream Cheese)
Piggly Wiggly Advertising
Committee
The Pond's Extract Company
Quaker Oats ("Aunt Jemima's")
The Royal Baking Powder Company
("Royal" Fruit Flavored Gelatin)

F. Schumacher & Company
The Simmons Company
(Beds and Mattresses)
The Simmons Company (Cribs)
Stanley Insulating Company
Sun-Maid Raisin Growers Ass'n.

Succeeding advertisements will list the accounts of other agencies. Those of N. W. Ayer & Son will be shown next week,

#### GOOD HOUSEKEEPING

HICAGO

BOSTON

NEW YORK

SAN FRANCISCO

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## Radi



During the 1926-27 Radio season, The Press led in total radio, local radio, and department store radio advertising. No other newspaper compared with it then-no other newspaper will compare with it in the season to come for The Press is still Cleveland's First Advertising Buy-more dominantly so than ever before!

is the First Advertising Buy in

## The Clevelan

Cleveland San Francisco

NATIONAL REPRESENTAT 250 Park Avenue, New!

# Advertising Medium of the RUE Cleveland Market

FIGURES given below are measurements in agate lines of the volume of radio advertising published by each Cleveland newspaper during the radio season beginning Sept. 1, 1926 and ending March 1, 1927.

| 1 | UIAL RADIO |
|---|------------|
| A | DVERTISING |
|   | day)342,17 |

| Press (6 | day)    | <br> |   | .342,179 |
|----------|---------|------|---|----------|
| D. Plain |         |      |   |          |
| S. Plain | Dealer. | <br> |   | .224,261 |
| D. News  |         |      |   |          |
| C None   |         |      | - | 30 775   |

#### DEPARTMENT STORE

| ACIDIO IND I DREATORIO |        |      |    |    |    |  |  |  |  |  |        |
|------------------------|--------|------|----|----|----|--|--|--|--|--|--------|
| Pr                     | ess (6 | day  | )  |    |    |  |  |  |  |  | 59,774 |
| D.                     | Plain  | Dea  | ı  | e  | r. |  |  |  |  |  | 6,853  |
| S.                     | Plain  | Deal | le | er |    |  |  |  |  |  | 20,958 |
| D.                     | News   |      |    |    |    |  |  |  |  |  | 50,523 |
| 2                      | Maria  |      |    |    |    |  |  |  |  |  | 19 934 |

#### LOCAL RADIO

| Press (6 | day)    |      | <br> | .151,612 |
|----------|---------|------|------|----------|
| D. Plain | Dealer  | ٠. ٠ | <br> | . 14,589 |
| S. Plain | Dealer. |      | <br> | . 62,262 |
| D. News  |         |      | <br> | . 90,062 |
| & Nous   |         |      |      | 6 556    |

#### NATIONAL RADIO ADVERTISING

| Press (6 | day). |    |  |  | .130,793 |  |  |
|----------|-------|----|--|--|----------|--|--|
| D. Plain | Deale | er |  |  | . 42,942 |  |  |
| S. Plain | Deale | r  |  |  | .141,041 |  |  |
| D. News  |       |    |  |  | . 58,319 |  |  |
| S Nows   |       |    |  |  |          |  |  |

The Press carried more radio advertising than both other daily newspapers combined—more than both Sunday newspapers combined—more in 6 days than either of the other papers carried in 7 days.

Press



First in

IED NEWSPAPERS, INC.
Michigan Blvd., Chicago

ULATION

IN

Seattle Portlan
Los Angeles

hat is a great newspaper whose works shall rise above the temptations of daily gain; in whose strength the people shall place their trust with no fear that any power but the truth will prevail.

One that measures its own worthiness not by what it can acquire but by what it can do; not by what it leads the people to read but by what it leads them to believe, that is a great newspaper.



### The Dallas Morning News

Dallas is the door to Texas The NEWS is the key to Dallas

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## What It Costs to Operate the Salesman's Car

Some of the Forms Being Used to Get Accurate Expense Reports of Car Operations from Salesmen

#### By Oscar De Camp

WHAT does it cost to provide salesmen with automobiles? Is it better to have the
salesmen or the company own
them? How are expenses to be
reported? Is it better to pay all
expenses as reported by the salesmen, or to make a flat allowance
of so much per week or per month,
or a fixed allowance of so much
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The problem of using automobiles in selling is one of increasing magnitude and one in which manufacturer, wholesaler and retailer are all interested; those whose salesmen do not use cars at present as well as those who do. The whole subject narrows down to the matter of expense of operation, how best to keep track of it, and how best to pay for it

There is, in the beginning, the large question of cost as involved in the use of automobiles versus other means of transportation, such as railroads. Then there is the question of ownership—salesman versus company ownership. But the factor which eventually settles these two general questions is expense of operation as applied to the individual car. Approaching the consideration of the subject from this angle, and first solving the problem of handling the expenses of a single car will, in a sense, automatically provide answers to the larger questions of policy.

Car expenses are of four kinds: (1) operating, such as gasoline, oil, tires, garage rent, ordinary repairs, accessories and repair parts; (2) registration and license fees; (3) insurance, and (4) depreciation.

Whether the salesman or the company owns the car makes no difference in the payment of the

operating expenses while the car is being used on company business. The company always pays. The difference is in the basis and method of payment. To illustrate how this matter is actually handled by companies whose salesmen use automobiles, two examples are sufficient to make the method clear.

One of these companies is a large manufacturer of electric storage batteries operating about 150 cars (salesman-owned). monthly report is rendered by each salesman, showing the make and number of car, number of cylinders and size of tires. Thirtyone spaces for the days of the month provide a place to note the number of miles run daily, with names of towns "from" and "to." There is a space at the bottom of the report to show total miles according to the speedometer, and another space to show number of miles run on company business.

The company says: "When we originally started to use automobiles in selling work a number of years ago, the company owned the machines and required the salesman to make out a complete report each month showing every item which he had expended for operating, garaging, repairing, etc. The figures on the cost per mile which we compiled under the company ownership plan were of considerable value to us in arriving at a decision as to whether we would continue that plan or change to individual ownership.

#### NO COMPANY-OWNED CARS

"As a result of our study and experience, we decided that our plan would be based on ownership of the cars by the individual salesmen, and that the company would make no further purchases of automobiles. This individual plan of

77

ownership has been in effect with us for upwards of seven years.

"For mileage run in company service, we allow 10 cents per mile for the first 500 miles per month, and 5 cents per mile for any additional miles thereafter during any one month.

"As a matter of interest, the average allowance per mile for the year 1926, under the above plan, was 7.7 cents. If the cost of insurance is added, we figure that the total cost to the company is approximately 10 cents per mile."

This company helps its salesmen finance the purchase of cars, making no charge for interest when the loan is repaid within one year. Liability and property damage insurance are paid by the company; a maximum allowance of \$50 is made in case of accident to a salesman's car; license tags, garage rent and all other expenses are paid by the salesmen.

The other company whose practice is worth quoting has been through the opposite experience, i.e., where formerly its cars were salesman-owned, they are now company-owned. About eighty cars are in use. Salesmen report their expenses weekly, a five-by-eight inch loose-leaf form being used. Besides the information about make and number of car, speedometer readings, etc., there are tabulated spaces for the days of the week, opposite which are columns for noting miles traveled, gasoline, oil and grease consumed, tires purchased, repairs made, garage rent, etc. On the reverse side are spaces for noting names of towns visited in sequence. These expense reports come in from the salesmen and go to the company's district sales offices and are reported once a month by the district office to the general office in New York. ledger sheet is set up for each car.

"Under 'Operating Expense,'" the company explains, "we include all the expense other than for insurance, depreciation and repairs due to accidents. Ordinary overhauling repairs are included under 'Operating Expense.' It is felt, however, where a car is involved in an accident, a true picture of

the operating cost of the car would not be given if the expense incurred in repairing the car was included in these operating expense figure

"Our company also pays garage rent, registration and license fea. The first is included under 'Operating Expense,' but the other two items are not.

"By means of the figures which we thus accumulate, we feel that it is possible to make accurate comparisons of the operating cost per mile between cars in various parts of the country and between cars of various makes.

"According to our way of thinking, however, the most accurate figure of the operating expense of a car can be secured by taking the initial cost of the car, adding to it the operating expense throughout its life, subtracting from that figure the amount realized in the sale of the car, and dividing the result by the total mileage which the car has run.

"While, of course, the cost of operating salesmen in cars varies with the different cars, our figure have shown that it costs from 7 cents to 10 cents a mile, which is of course, more than it would cost travel a man by rail. The additional expense, we feel, is more than justified by the advantages which automobiles have over other modes of transportation."

#### SOME OF THE ADVANTAGES

Among these advantages, the company names independence of other methods, the ability to read places not otherwise reachable, and the possibility of carrying samples and advertising display material Company-owned cars enable the company to specify the type and make of car it feels best fitted for the work, the number of cars available is not affected by salesmat turnover, and cars may be painted with the company name and whatever other advertising matter it necessary or desirable.

Thus, a comparison of the methods used by these two comparid shows two methods of paying expenses, first, the itemized expense account of all actual operating expenses, and, second, a flat allow-

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#### The Star's Rural Box Is a Definite Guide

On the far-reaching roads, radiating in all directions from Washington, D. C., into the great 25-mile area constituting the "Washington Market," which The Star covers so completely, the familiar metal boxes provided Star subscribers are fixtures in front of practically every home along these rural routes.

The Star Boxes are numbered and in this way serve as a definite guide to individual homes that could not otherwise be easily located.

In giving their address to the stores for the delivery of purchases, those living on the rural routes locate their homes by simply saying, "My Star Box is number so and so." Thus the delivery departments of the stores are relieved of any uncertainty, making these homes as easy to locate as any numbered houses in the city.

There are nearly 800,000 people in this "Washington Market"—with The Star as the only medium necessary to meet them.

The Kvening Star.

WASHINGTON, D. C.

Enstern Representative
Dan A. Carroll
Member of
Dan A. Carroll
Member of
J. E. Lutz
J. E. Lutz
New York, N. Y.
Member of
The Associated Press
The Associated Press
Chicago, Ill.

ance per mile traveled, called, for convenience, the mileage plan. Incidentally, it may be noted here that the mileage plan is in wide use and has many advantages over the itemized expense account, the most important being that of saving time and clerical work on the part of salesmen and the accounting department. However, the mileage plan can be adopted only after a trial period of keeping track of actual expenditures in order to determine what the allowance per mile should be.

Some companies make their salesmen a flat weekly allowance for operating expenses, as, for example, \$15 a week. This plan has its advantages. If it is carefully figured out, it acts as a quota and the salesmen try to keep under it. That may be a disadvantage through placing a premium on low expenses instead of larger sales. The mileage plan does not have

that drawback.

There is little difference of opinion among companies using automobiles for salesmen as to whether the company or the salesman pays the operating expenses. The company pays them. Nor is there any important difference of opinion as to what operating expenses are. They include gasoline, oil, grease, tires, repairs to car (not including repairs on account of accident), repairs to tires, garage rent, storage, washing up, overhauling engine, repair parts, accessories. One large company requires salesmen to procure an authorization in advance of having it done, for any repair work amounting to more than \$10.

On the question of registration and license fees, there is some difference among the larger companies. In the case of companyowned cars, the company pays. With salesmen-owned cars, the salesman pays. One company says: "Where a salesman's territory makes it necessary for him to have registration in two States, the company pays for the registration in

the second State."

There is plenty of difference of opinion on the matter of insurance and the variety of kinds of insurance carried. Ownership of the car generally decides, though not al-

ways. With the company-owned car, the company carries the insurance, with occasional exceptions where the salesman has to pay, Even when the company pays, there is wide difference in the kind of insurance carried. But in the case of the salesman-owned car. practice is even more diversified In many cases the salesman pays it all; in others the company pays it all; in still others the cost of insurance is split fifty-fifty; and in still others the company pays some, like liability and property damage while the salesman has to pay fire and theft insurance.

#### HOW TO HANDLE DEPRECIATION

There are various ways of handling depreciation on salesmanowned cars. A large toilet goods manufacturer and distributor operating over 100 salesman-owned cars throughout the United States, says: "When it comes to settle for depreciation, the salesman has to stand whatever the car costs above \$1,200 as well as a proportion on \$1,200 for personal mileage. That is to say, if a salesman buys an \$1,800 car (and salesmen are allowed to select whatever make of automobile they choose), he has to stand depreciation on \$600 anyway, and, in addition, depreciation on \$1,200 on account of personal mileage.

"When a salesman wishes to turn in a car, he fills out a blank giving the details in connection with the purchase price of the car he wants to buy and the turn-in value of his old car, together with personal mileage and company mileage. (Salesmen are required to report their mileage on company business in their expense books each day.)

"After receiving this information, we figure out the cost per mile and add the depreciation allowance, which generally runs between \$20 and \$25 per month, it depending upon the economical operation of the car as to whether the salesman gets \$20 or \$25. We then advise the salesman how much depreciation is coming to him, and he uses his judgment as to whether he should turn in his car or not.

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# change horses in the middle of the stream?

We've used the same list for several years on this account,' said the agency executive. "It seems to do the work. The advertiser shows a small gain each year in new business in the New York market. I don't see why we shouldn't stick to this list. Why change horses in the middle of the stream?"

Success is conservative, and rightly so. Proven methods and proven media should not be abandoned

unless obviously better are available.

Why change horses in the middle of the stream? As far as the use of New York newspapers is concerned, this question has two answers:

### I—The stream is not what it was!

When more than 1,200,000 newspaper buyers prefer one paper, that paper must be an outstanding advertising medium. And it is.

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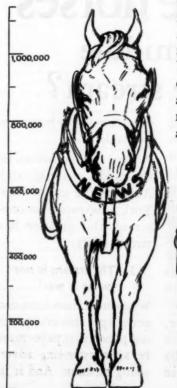
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The strongest media of a few years ago are not the strongest media of today. Life has changed. Times have changed. Manners, customs and values have changed. The new prosperity of the mass population has created immense new markets for every sort of commodity. Price barriers are down. More

leisure with more more makes different interest different habits.

There is no longer middle to the stream in any business. The stream flows on unendingly swifter, deeper, more of pricious than ever before

Present day marketin has new requirements, a has present day adverting. Change is the rule rather than the exception And present day adverting, particularly in No York, must meet change conditions and change audiences with media that meet the changes and the audience.







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#### II—There is a better horse available

The eight year old News is today a giant among New York media. With two or more times the circulation of any New York paper except one, it more nearly covers the cetin New York market than the next two largest papers combined. Its circulation of more than 1,200,000 copies daily-(94% concentrated in city and suburbs) is the largest single advertising force in ingo the market, reaching apthat proximately 70% of the families. It is a big medium that does the work of several smaller media -more comprehensively,

more thoroughly, more economically. It reaches more kinds of people than any other newspaper, and more of each kind.

And it works more efficiently. It not only . reaches more people, but more eyes and minds. The small page gives visibility to even small advertisements. And the small paper that can be thoroughly read within the limits of the readers' time insures the advertisement's getting to readers. It cuts down advertising waste, increases advertising's productivity.

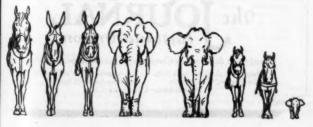
When may we tell you more about it?

## THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago

25 PARK PLACE, NEW YORK



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## The Journal—single-handed... will do a 9 fisted



In Portland, Oregon, many of the nation's biggest advertisers use the Journal exclusively.

EADERSHIP in local advertising is an excellent basis for exclusive advertising in any newspaper.

The Journal has led the field for the last six years in local display advertising linage. Because of this fact, more careful buyers of advertising are turning to the Journal exclusively to cover the Portland market.

The Journal leads in local daily circulation with a total of 69,056—an advantage of 3,112 over the second paper.

## The JOURNAL Portland-Oregon

Benjamin & Kentnor Company, Special Representatives

Chicago—Lake State Bank Bldg. Los Angeles—401 Van Nuys Bldg. New York—2 West 45th St. San Francisco—58 Sutter St. Philadelphia—1524 Chesnut St. operating over 100 cars, including depreciation, has been 6.7 cents per

This company has a central purchasing arrangement for buying tres under which it purchases at a special discount. When a salesman requires tires, he notifies the central office and an order for tires is telegraphed to him in his territory. By this means, the company is able to keep a tire expense

record on each car. In summing up the matter for companies that wish to use automobiles for sales work and are without experience, two courses offer. First, the company-owned car and the weekly itemized expense report. The advantage here is company control of cars' from every angle, such as standardized equipment, appearance, operation; and the opportunity to accumulate experience as to cost of operation. Second, the salesman-owned car and the fixed expense allowance or mileage plan, for cost of operation. advantage here is pride of individual ownership and the simplification of report-making record-keeping. More and more companies are adopting the salesman-owned car in connection with the mileage plan of paying operating expenses, which means that the experience of others is in increasing numbers available to those who are

seeking outside help.

It is generally true that it costs more to travel salesmen by automobile than by railroad even in territories where towns are fairly close together. The test is not whether automobile travel is more expensive than railroad travel in a given territory, but the cost of automobile travel as compared with sales. The cost of railroad travel, being fairly well known through long usage, is merely a convenient measuring stick.

A large manufacturer of mechanical pencils, operating over fifty salesman-owned cars, says:

"We allow 6 cents per mile (Southern States 8 cents) to cover cost of operation in town-to-town travel and \$300 yearly depreciation.

"This method relieves the salesmen of rendering detailed expense accounts and we merely have to check the town-to-town mileage, which we do occasionally where we suspect dishonesty. If the mileage charge is not more than 15 per cent over the railroad mileage from town to town, we allow it."

#### Saunders Norvell Heads Remington Companies

Saunders Norvell has been elected president and director of the Remington Arms Company, Inc., and the Remington Cash Register Company, both of New York, and all subsidiary companies. He succeeds John B. Smiley, resigned. Mr. Norvell was at one time head of McKesson & Robbins, Inc., Bridgeport, Conn.

#### Auto Equipment Account to Austin F. Bement

The Monroe Auto Equipment Manufacturing Company, Monroe, Mich., manufacturer of Monroe bydraulic abock eliminators and forced draft heaters, has appointed Austin F. Bement, Inc., Detroit advertising agency, to direct its advertising account. Magazines and business papers will be used.

#### Trackson Company Appoints Dearborn Agency

The Trackson Company, Milwaukee manufacturer of full crawlers for Fordson tractors, has appointed the Dearborn Advertising Agency, Chicago, as advertising counsel. Campaigns covering contractors, engineers, lumbermen, municipal and export markets are planned.

#### G. F. Marsh with California

Agency
George F. Marsh has been appointed art director of K. L. Hamman, Advertising, Inc., Oakland, Calif. He was recently art director of The Kenyon Company, Inc., Boston, and at one time was with the O'Connell-Ingalls Advertising Agency, also of Boston.

#### S. C. Speer, New York Manager, Milwaukee "Sentinel"

Stanley C. Speer, advertising director of the Milwaukee Sentinel, has been appointed to take charge of the advertising office of the Sentinel at New York. He has been with that newspaper since 1924.

#### New Account for C. J.

Oliphant Agency
Charles Engelhard, Inc., Newark,
N. J., manufacturer of industrial equipment, has appointed the C. J. Oliphant
Advertising Agency, Inc., New York, to
direct its advertising account.

#### Cutting Dealers' Carryovers by Showing Them How to Keep Stock

Rust Craft Teaches Merchants How to Eliminate "Weak Sister" Sellers by Furnishing Stock Control System

#### By James M. Mosely

WHEN a dealer ends his sea-son with a heavy carry-over of poor selling items still on hand, nearly every manufacturer he buys from is in line to get smaller or-

ders next time.

Unwise buying not only slows turnover and eats into the dealer's all-too-slim profits, but it grad-ually loads him up with so much dead stock that he becomes a poorer and poorer outlet for even the manufacturer of fast-moving merchandise unless something is

done about it.

After many years of study of this carryover and stock problem, the Rust Craft Publishers, Inc., Boston, designer of greeting cards, has worked out a practical stock control system which has proved of great help and suggestiveness to many of its retailers. The plan tends to open the dealer's own eyes as to what items of merchandise in his own store are "shelf-huggers" and which are "fast-steppers." The system helps the merchant get more speedy turnover, larger profits and a minimum carryover at the end of the year, all of which objectives dealers are anxious to accomplish.

"There's no easier way for a dealer to lose possible profits than to buy wrongly," Ernest Dudley Chase, of the Rust Craft organization pointed out. "But from the standpoint, manufacturer's matter becomes even more serious when the dealer goes on not even knowing what he is carrying over one season to another. Seasonal merchandise, especially where several-price lines are carried, cause the dealer the most trouble. If too much or too little is bought, profits vanish or at

least suffer.

"We found many of our dealers were up against the need of some clean-cut method of posting themselves so they could know readily how many of any item or series of items were ordered, how many had been sold and what were left on hand. Then they could pick and choose, if they had this information, so they would take on the numbers and company lines which had the past record of real performance.

"We made a careful study of stock control methods used by stores with unusual records of success in sales of greeting cards. With their permission, we 'lifted' what seemed most helpful from the experience of all and from it worked out a series of standard form sheets which give a dealer a real grip on his stock and knowledge of what happened to it in

the course of a year,

#### FREE TO ALL

"This stock control system, which we furnish to dealers without cost whether they handle the Rust Craft line or not, has been given a thorough tryout in over 500 stores and met with a very

pleasing reaction."

Briefly, the Rust Craft stock control system for dealers consists of five special sheets. Each is about eight inches deep and fourteen inches wide so that, when folded, it will fit a standard loose leaf binder. Each sheet is ruled off with spaces in which to keep complete facts on Rust Craft and all competing lines of greeting cards the dealer may carry.

In Stock Sheet 1507A, under the heading, "Bought," a space is provided to jot in the total of each kind purchased for each price step

Whether it's two inches on a single column or a center spread in the "Post," BUNDSCHO'S deft touch to the typography makes an advertisement more interesting and easier to read



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU

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at wholesale, 1½ cents, 2½ cents, 5 cents, 7½ cents, 10 cents, 12½ cents, 17½ cents, 25 cents, 37½ cents and 50 cents. Under "Reordered," there is space under the price steps for adding all additional cards of the same sort taken on during the year. Still another space is left to mark in the number of cards of each kind carried over. Another line is for the dealer to use to insert his estimate as to what of each price grade he should buy for next year under the heading, "To order."

This is carried out on the sheet with space to keep, with slight effort, complete data on lines of cards bought from five manufacturers. At the bottom, space is planned for recapitulation of totals of "Bought," "Re-ordered," "Carry Over," "To order," by price grades for all manufacturers.

"At a glance, the dealer has the year's business in detail," explained Mr. Chase.

"Supposing the chart showed that most of the cards the dealer bought from Smith & Company were cleaned out, so his carryover was small. While purchases from James & Company figured about the same, but over 25 per cent turned out to be 'duds' and had to be toted into next season as 'weak sister sellers.' As a result of having the actual figures in front of him instead of falling back on memory or guesses, the sensible dealer next time will pass up James & Company altogether and hand an order slightly in excess of this past year's reorders and original order to Smith & Company, which can offer him what in his own experience he has demonstrated will move well and pay him a pleasing profit.

"The stock-keeping blank I have just referred to covers what we call Straight Counter cards, Personals (for imprinting the consumer's name) and Straight and Thank You New Year's cards. It illustrates the general line of approach we have used in furnishing the retail trade with this

material.

"For those merchants who go in for Family and Special cards we

supply printed and ruled sheets for similar record-keeping. The only difference is that space is allowed for the names of six manufacturers instead of five and they are at the top of the sheet instead of at the left side. They have under each the wholesale price steps from 5 to 50 cents, amount bought, reordered, carried over and to order. Names of the cards appear at the left of the sheet.

"These sheets cover cards for mother, father, sympathy, money holders, across sea, etc., and a sheet of blank spaces for any new classifications that may come out later. Space also is provided for due recapitulation.

"In addition, we supply a little experience book of just how leading dealers keep track of their card sales. We don't care whether a dealer uses our forms or not, if he only will give the subject thought and evolve some sort of system which works. Naturally, such a sharp check-up as to the salability of cards puts our own line under the microscope and, if we did not feel confident our lineup would stand up favorably, we naturally wouldn't be so keen to advocate the solution of this dealer problem.

"It doesn't take a college education or even a high school course for any average dealer or ordinary clerk to jot down from his invoices the amount of each card bought and the amount reordered. Once or twice a year when inventory is taken, he readily can insert his totals on all carry-overs. The conclusions to be drawn and the decisions to be made as to his next purchases are easy to arrive at. From our own standpoint, we have discovered that the stock control system not only goes a long way in solving the carryover problem for our retail accounts. but actually brings us more liberal orders."

#### H. V. Greenwood with Foote Brothers

H. V. Greenwood, formerly sales manager of the Baldwin Chain & Manufacturing Company, Worcester, Mass., has joined the Foote Brothers Gear & Machine Company, Chicago.

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means good business
for its advertisers!
Sales are excellent
for The Washington Times
in Washington, D. C.

Aug. 1926–52,627 net paid. Aug. 1927–76,069 net paid.

Here is a good newspaper doing a good business.
Be among

its advertisers!

## Are you using a shotgun the Boston Market!

WHERE the Boston market seems to be—and where it actually is, are two different things.

Boston seems to be a scattered trading area 30 miles wide. Actually Boston's buying group is concentrated in a Key Market within 12 miles of Boston's City Hall. In this 12-mile area live 388,000 families with an average per capita wealth of over \$9,000 each. The greatest concentration of population and buying power in New England!

From this area the Boston department stores draw three-quarters of their total business. Here the retail outlets of every description are most numerous and most prosperous.

#### Here is where the Globe concentrates

To reach this Key Market, advertisers must use the Globe.

In this area the Sunday Globe leads all other papers in circulation. And the daily Globe circulation exceeds the Sunday Globe. It is the only Boston paper that holds its circulation in the metropolitan area seven days out of the week.

Boston's shrewdest merchant, the department stores, recognize this by placing more advertiing in the Globe — both daily and Sunday—than in any other Boston paper.

The reason for this day in and day out hold upon its readers is that the Globe appeals to all classes of Boston people—regardless of race, creed or political affiliation.

These people form Boston's buying group. To reach them the Globe must be the backbose of every Boston advertising campaign.

## The Boston

The Globe sells Boston's

Audited Net Paid Circulation for 6 months ending

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Globe's Globe's Sunday Boston

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AUTOMOBILE DEALERS
AND GARAGES
46%

Area contains the

greatest concentration of people and wealth in New England. Successful sales and advertising efforts concentrate first upon

selling this key territory.

Globe

Buying Group

March 31st, 1927-Daily 286,361 . . . . Sunday 333,452

15,192

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### \$241,000,000 Last Year-

four billion dollars in the last 40 yearsall literally dug out of the earth—that's Canada's record in mining.

Canada leads the world in the production of nickel, cobalt and asbestos-ranks third in the output of gold and lead-fourth in silver-yet mining is only one of Canada's side-shows! Which means that-

The Canadian market itself is ready for mining by those with worth-while products to sell. And there's no better means of prospecting it than by using these-

### Daily Aewspapers of Canada

#### Prairie Market

|             |       |     |   |     | Paper            |
|-------------|-------|-----|---|-----|------------------|
| Winnipeg,   | Man.  |     |   |     | "Free Press"     |
| Winnipeg,   | Man.  | 0 0 |   |     | . "Tribune"      |
| Regina, Sa  | sk    |     |   |     | "Leader & Post"  |
| Moose Jaw   | Sask  | L . |   |     | "Times-Herald"   |
| Saskatoon,  | Sask, |     |   |     | "Star & Phoenix" |
| Lethbridge, | Alta. |     |   | . , | "Herald"         |
| Edmonton,   | Alta  |     |   |     | . "Journal"      |
| Calgary, A  | ita   |     | × |     | "Herald"         |

#### Maritime Market

| St. | John,   | N.   | B    |   |   |   |   | "Telegraph-Journal |
|-----|---------|------|------|---|---|---|---|--------------------|
|     |         |      |      |   |   |   |   | & Times-Star"      |
|     |         |      |      |   |   |   |   | "Herald & Mail"    |
|     |         |      |      |   |   |   |   | "Chronicle & Star" |
| Cha | rlottei | town | . P. | ж | L | 1 | _ | "'Quardian"        |

#### Pacific Market

|           |      |     | Paper          |
|-----------|------|-----|----------------|
| Vancouver | . B. | C.  | <br>"Province" |
|           |      |     | "Colonist"     |
|           | -    | 000 | <br>Coronias   |

#### Quebec Market

#### Montreal, Que . . . . "Gazette"

#### Ontario Market

| Toronia.  | Ont    |     | "Globe"         |
|-----------|--------|-----|-----------------|
| Toronto,  |        |     | "Star"          |
| Toronto,  | Ont    |     | "Telegram"      |
|           |        |     | "Spectator"     |
| Kitchener | , Ont. |     | "Hecord"        |
| Rangston, | Ont.   | 0 0 | "Whig-Standard" |

(All Members of A. B. C.)

#### Who Will Get That Extra Billion from the Farmer?

fore Proof of the Wisdom of Consistent Advertising Seen as Rural Buying Power Expands

#### By G. A. Nichols

HERE are two important items of news which every adverser who is at all interested in the arm market would do well to

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Eugene Meyer, commissioner of he Federal Farm Loan Board, has eported to President Coolidge that he American farmer's 1927 income rill be at least \$1,000,000,000 more han it was last year. He has ound what he calls "a solid eco-omic foundation" for the im-

roved situation.

G. E. Crandell, vice-president in harge of sales for Montgomery Ward & Company, informs PRINT-RS' INK that his firm is now mailng close to 10,000,000 copies of its all and winter catalog—the largest mailing list in its history—and that he 33,000 or more items in the atalog are being offered at a price veraging 6 per cent under those f 1926.

Mr. Meyer, of course, knew othing about Ward's expanded dvertising program or the notable rice reductions. Neither did Mr. randell and his associates know hat Mr. Meyer was going to make uch a statement. Nevertheless, te two announcements have a ose relationship in the lesson they in teach the advertiser.

The lesson, reduced to its sim-

est terms, is this:

So far as Montgomery Ward is oncerned, the farmer is always back." Theodore F. Merseles inugurated this wise policy when, veral years ago, he was assigned e job of pulling the company out the fire and rebuilding it into a prosperous organization hich it unquestionably is now. or five years, now, Ward has en consistently pushing ahead ith a steadily increasing advertisg program both in the way of proving and enlarging the catag and merchandising it to the

country so as to get the largest possible mailing list. Nobody around the place considered the crop prospects, the weather, the McNary-Haugen Bill, the alleged iniquities of the tariff, co-operative marketing, or the disparity between the purchasing power of the farmer's dollar and the dollars of the manutacturer and others.

There was an advertising job to be done. A good advertising job has to be set up on a definite plan of procedure and takes a little time to accomplish. It cannot be stopped just because things may look a bit unpromising, because the political signs may not be right, because the Mississippi river went on a rampage or because too much rain made it seem that the farmers of Illinois, Iowa and Kansas were not going to raise any hard corn this Montgomery Ward did the job. And now, at the climax of the effort, it does seem a rather good piece of luck that Mr. Meyer should have brought forward such cheering news after having made a trip of personal investigation from Minneapolis to the Pacific Coast and completing a survey from data gathered by the Board and from reports sent in to him by the agricultural district savings banks.

#### ONE YEAR'S SALES ONLY AN INCIDENT

That Ward and other advertisers who may have proceeded on the same general basis will profit hugely from the farmer's current prosperity there is not the least doubt. But this year's sales volume, regardless of how big it may be, is more or less of an incident, after all. The whole point of the argument is that the consistent advertiser is the one who is going to get the most business from the farm market in lean and fat years.

It is just about the safest guess

in the world to say that mediums reaching the farm trade will have quite a notable increase in the sale of advertising space within the next few weeks just as soon as Mr. Meyer's welcome announcement begins to soak in. If the farmer has all this money to spend, then Mr. Advertiser wants to get his share. He will jump into print, tell the story of his commodity and immediately begin to expect an increase in his business. It is an equally good guess that even though he may keep up his advertising until next year-which he probably won't-he will drop it in a hurry if there is not enough snow next winter in the wheat belt, if the borer gets into the corn the boll weevil infests the cotton.

#### ADVERTISING BY THE SIGNS OF THE ZODIAC

All of which is by way of rather lengthy preface to the assertion that the average advertiser in this country has only a hazy idea, if any idea at all, as to how to advertise to the farm market. He advertises with the crops and almost by the signs of the Zodiac.

Does he consider immigration restrictions, the high cost of transportation, the economics of unit marketing, and even labor dis-turbances in his appeal to the metropolitan or general trade? If he has any advertising vision at all, he does not. There is plenty of this jumpy, in-and-out advertising, of course. But, generally speaking, the American advertiser today may be said to be proceeding on rather a sensible basis and with a fair amount of recognition of the principle of cumulative returns. Advertising agencies and mediums have been preaching this doctrine so effectively that it is beginning to get somewhere. Plenty of evidence can be seen in the numerous splendid general campaigns that are now in progress.

But in advertising to the farmer this principle is utilized only to a strictly limited extent. Why? The same basic elements of advertising certainly apply in both cases. Some way or other, though, where the farmer is concerned, the advertising program lacks the glamor of the dramatic appeal that is to be seen in most other kinds. The conclusion is inevitable that the avertiser has a very incomplete recognition of the rural market importance and knows companitively little about farm and smal town psychology.

Samuel R. McKelvie, forme Governor of Nebraska, made a statement in a speech not long any that, in the judgment of some wheard it, is one of the most important things ever said to American business. The fact that Governor McKelvie is a farm-paper publisher and is therefore directly interested from a dollar standpoint, should not be allowed to detrate from the wisdom of what he said There is enough dramatic content in his assertion to justify the writing of a volume.

"Why devote so much merchandising talent and energy toward building markets in Europe," when here in the United asked, States the natural growth in the a gricultural outlet every year mem a market as large as that in the whole extent of any one of se eral European countries I might name? An outlet as large as that offered by Belgium, for instance is added to the trade-producing opportunities of America every twelve months. It is always in the borders of this country and can be easily reached. Yet fully one-thin of it is not advertised to directly.

The sheer weight of this though can be appreciated when one one siders the greater suscentibility. rural America to advertising. would be foolish to try to belitte the importance of export trade at of course Mr. McKelvie had a such intention. But he certainly correct in his thought that rely tively better results can con through intensive cultivation of market where substantially all the people can be reached and info enced by advertising than to open ate in regions where advertis can only reach the comparating

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Without attempting to minimor disregard the present difficuties of the farmer, due to his slow

To
Advertisers
and
Space Executives

Every moment that you spend with a Salesman of this Group is spent in actual and intelligent discussion of business.

#### RODNEY E. BOONE

General Manager National Advertising 9 E. 40th Street, New York

Chicago American Boston American Rochester Journal Wisconsin News Detroit Times
Boston Advertiser
Syracuse Journal
Albany Times-Union

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ness to fit himself into the economic picture created by the wardifficulties, by the way, which the best authorities agree are in process of solution right now-it may be said that intelligent effort put forth on the farm pays perhaps greater returns than the same amount of effort exerted in most other lines. A business man of brains, energy and vision gains wealth on a farm. The man with five talents can make better use of them on the farm than elsewhere. If he only has two talents he still gets along.

Here are a few leading things which every advertiser knows, or ought to know, but that he seems

to forget:

1. No matter what may be the "conditions" which seem to give so much concern to certain advertisers, the farmer always has a roof over his head and bread and butter to eat. Considering him in the aggregate, he always has the price of a pair of shoes, a suit of clothes and other necessary or desirable things for himself and his family.

2. The farm market cannot properly be considered as a thing apart, to be sold or not sold as the advertiser may elect. "It is necessary," says Paul E. Faust, a Chicago advertising agent, in a report which he has just made to the American Association of Advertising Agencies, "to base modern advertising plans on the fact that the farmer of today is entirely different from the one of yesterday's generation. While it is almost a bromide in this age to say that the automobile, the paved highway, the radio and the telephone have broken down agricultural isolation, yet the reiteration this statement seems of advisable in view of the continued tendency of many advertisers to consider the farmer as a separate unit."

3. The importance of the farmer's contribution to the commerce of this country is grievously underestimated. It would prove an illuminating study for certain advertisers if they would analyze jobber sales, for example, in rural sections. They would find that these sales far exceed the consumption

capacity of urban population. All this merchandise must be going somewhere. A recent survey extending over eight agricultural States showed that 71 per cent of the retail trade was to farmers. "It is obvious, therefore," again to quote Mr. Faust, "that any plan for efficiently co-operating with dealers outside the few great cities must include a sales approach to the farm population."

4. There has been a great der of loose talk to the general effect that the small town is "doomed." The fact is that suburban and small-town dealers are rapidly growing in importance because among other reasons, of the traffic problem created through the in creasing use of the automobil The people in the cities are doing the greater part of their buying it outlying stores because they cann find room to park their cars in th congested shopping centers. The farmer is meeting this same prob lem by doing his buying in the smaller towns in preference to th The small-town dealer larger. many times a better outlet for mer chandise than he was a few year ago. Any manufacturer who ex pects to secure real national distri bution for his commodities will therefore, have to give greater con sideration to this dealer.

#### A HALF-DONE JOB

Bearing these things in mind and making an unprejudiced study of the country's advertising as it done now, it ought to become a parent to any reasonably competer observer that the majority of a vertisers are doing only a half way job in their efforts to creat and enlarge consumer acceptano They see the city and industria market according to one set specifications and approach the rural merchandising with another In so doing, they set up arbitrar standards and rule-of-thumb me ods under which their advertisis to both markets is administered.

With all due respect to them must be said, in the interests strict truth, that they are not conpetent, either as merchandisers economists, to set down such art trary standards. There is not

not

## Would you try a flight across the ocean with only two-thirds enough gas to get over?

Neither should you risk trying to sell the rich Indianapolis market with only two-thirds coverage for your advertising.

In picking mediums for advertising to this market you'll find one evening paper leading in circulation. It gives you a city circulation of 85,522—as against 121,945 homes by post office count—a two-thirds coverage but that's all—and a two-thirds job isn't a good job no matter how you look at it. To reach the other third, a second paper must be used. Adding a morning paper gives volume circulation but no assurance of coverage. Too much duplication! Your second paper must be The Times—same field, same time—reaching and selling that other third. With a city circulation of 47,685 (latest A.B.C. figures) it completes your coverage with minimum duplication.

## Indianapolis is a Two-Paper Market

One-third of a rich market like this is too much to overlook. You cannot afford not to use

The Indianapolis Times

A Scripps—Howard Newspaper

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## BRING ON THE BULLS!



When chariots are mired and teams can't budge them, circuses call out the "bulls." The elephants get behind the wagons and push 'em to sound footing.

Just so, when combinations of lesser mediums no longer draw, advertises turn to *The American Weekly* and use its *elephantine* strength to save their campaigns.

Its mighty influence reduces merchant resistance from Coast to Coast.

The American Weekly doesn't sprinkle the continent; it isn't an atomized spray

—but a compressed stream smashing through the thickest populated, heaviest capitalized trading areas—saturating, dominating, demandcompelling force.

Its readers are the prosperity-stabilizers of America. They spend constantly, not seasonally. They are metropolitan folk—steady earners with ready money to satisfy appetites, vanities and needs.

They are maximum wage craftsmen, prosperous shopkeepers, successful professionals and canny investors.

Their communities absorb half the nation's general merchandising output.

Three-fourths of our total wealth is carried in their pay-envelopes, their bank deposits and their property holdings.

They don't pinch pennies or stint desires.

They buy the *most* and *best* automobiles and face creams—silk stockings and washing machines—electric refrigerators and cannel foods.

This is the primping class—diligent users of cosmetics, beautifiers and toilet articles—always "keeping up with the Joneses," and the times.

They demand the newest, the latest, the best—and they shop advertising columns to find them.

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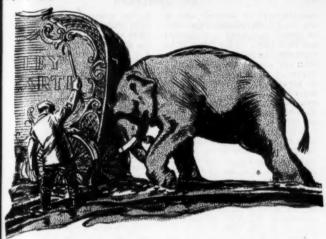
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Their local papers are so crowded with the competing displays of retailer and national products that ordinary and piking copy is lost in the shuffle.

Amid these labels of black and white, the poster-sized, full-color pages of The American Weekly ALONE guarantee universal attention.

Restricted in number and interspersed among the one section that never goes unread, they stand out from a drab welter of printer's ink, with the distinction of a Sargent portrait among a batch of monochromes.

Five million such posters—all distributed in top pressure sales territory—five million circulation completely spreading the strong-holds of business—for \$15,000 per.page.

Marketing power and color power—forged into battering-ram

And results say that it's the cheapest publicity on earth.

## THE MERICAN Greatest Circulations in the World WEEKLY

Read by 5,000,000 families every week

9 East 40th Street, New York City.

5 WINTHROP SQUARE BOSTON

UARE 222 MONADHOCK BLDG. SAN FRANCISCO 11-250 GENERAL MOTORS BLDG. DETROIT, MICH. 753 BONNIE BRAE WRIGLEY BLDG. LOS ANGELES CHICAGO 1138 HANNA BLDG. CLEVELAND, ORIO

manufacturer or anybody else in the land with enough experience or mental equipment to make and use such rules. Advertising is an economic force which is bigger than any one advertiser or combination of advertisers. It has got to be applied, therefore, in strict accordance with economic rulesrules which, happily, are known to all. Many advertisers have now got to the point where they see this truth as it relates to the general market. And then, incomprehensible as it may seem, they go right along and apply the old-time stiff-necked practices to the farm market.

Is this a ridiculous statement? If any manufacturer thinks it is, let him make a survey of his own advertising activities and have the courage to tell himself the truth. Unless he is one of the very few exceptions, he will read in the story of his own merchandising that this is exactly the way he goes at it. The writer is by no means trying to intimate that all the advertising addressed to the general market (which should include the farmer but usually does not) is properly conceived and economically administered. It isn't. interminable list of instances of waste and lost opportunity caused by lack of continuity of effort could be cited. But, as compared to farm advertising, the difference, to the advantage of the general programs, is as wide as between day and night.

The farm buying power, actual or imagined, of any one year, is usually the thing that decides the extent of the advertising effort for that year. This question, while by no means insignificant, is absolutely not of maximum importance. No advertising campaign, whether it is addressed to the farmer or anyone else, should be based upon the conditions of any single year. The advertiser who is in one year and out the next loses the fullest force of his investment. Speaking of bromides, the foregoing sentence surely is one. But no apology for its perpetration is called for here.

Advertisers who base their programs—especially their farm programs—on year-by-year alleged buying power or on crop conditions make many ridiculous mintakes and show lack of understanding of the most elemental truths. For instance, the heavy rains all through last spring made necessary several replantings of the concrop. When it finally did stan growing there were reports about the corn borer being on the job. It began to be thought that the corn crop would be short. And it is an actual provable fact that certain advertisers began to whith down on their schedules as a result.

#### CORN IS LIVESTOCK FEED

What are the facts as to com and how much right has it got to affect any current year's advertising program?

The simple truth is that com is not a money crop. Less than 20 per cent of all the corn raised is sold outside the county where it is produced. Corn is grown to feed livestock. If, therefore, any advertiser thinks that corn has anything to do with the worth-whileness of his advertising, he ought to look to the price of livestock as the barometer. Livestock and livestock products have been fairly well maintained throughout this year and the outlook continues exceedingly good. Yet the advertiser thinks of corn!

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Consistent advertisers, such as Montgomery Ward & Co., the International Harvester Company and the Gordon-Van Tine Company, of Davenport Ia.—who for the last five years have been steadily on the job in their presentation to the farmer—are the ones who will get most of the additional business coming from that extra billion Mr. Meyer tells about.

Those advertisers who are infreenced by that same billion to resume activities can consider it the most fortunate billion that ever was produced if it causes them to start out on a three- or five-year program that will not be interrupted by year-by-year conditions. Whatever increase in business they may get during the coming few months out of that billion will not be because of the advertising the do. The advertising will not have had a chance to influence current

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sales to any extent. But they will he building something for next year and the years following if they proceed consistently.

What the American advertiser needs now more than anything else is a more widely diversified market. He needs diversification in business just as much as a farmer

needs it in his crops.

But he cannot get it in its highest sense unless, or until, he can bring himself to view farm advertising as exactly the same as any other kind and governed by the same economic rules. He should leave to the brokers on the Chicago Board of Trade the job of watching and worrying about current crop conditions and can be assured that they will do plenty of both. But to him, so far as the conduct of his long-time advertising is concerned, they mean exactly nothing.

#### Los Angeles Harbor Commission Advertises

The Harbor Commission of the Port The Harbor Commission of the Port of Los Angeles is using advertising space in transportation and shipping spapers, to call to the attention of shippers the advantages of that city as a port of call and shipping center for trans-Pacific and Western coustwise trade routes. The Honig-Cooper Company, Inc., advertising agency, is directing this campaign through its Los Angeles office. Angeles office.

#### I. L. Harris, Production Manager, Koch Agency

Irving L. Harris, formerly advertising manager of the Hamilton-Beach Manufacturing Company, Racine, Wis., has joined the Koch Company, Milwaukee, advertising agency, as production manager. He was, at one time, with the Barnes-Crosby Company, Chicago.

#### Oar Lock Account for Hurja-Johnson-Huwen

The Andrew Smith Company, Mil-wauke, manufacturer of Bal-Ring oar-locks, has placed its advertising account with Hurja-Johnson-Huwen, Inc., Chi-cago advertising agency. Outdoor publications will be used.

#### E. R. Strempel with The Stillson Press

Ernest Roy Strempel has joined the direct advertising staff of The Stillson Press, New York. He was formerly with the Matthews-Northrup Works, Buffalo, N. Y., and PRINTERS' INK.

#### Precedents in Electric Refrigeration Merchandising

THE CHICAGO DAILY NEWS CHICAGO

Editor of PRINTERS' INK:
Please advise us what articles, if any, have appeared either in PRINTERS' INK MORTHLY on the subject of Electric Refrigeration.
THE CHICAGO-DAILY NEWS,
H. C. DART,
Advertising Department.

N the days when business was carried on in secrecy there was little precedent to follow. Each manufacturer had to make his own way. Now, there is much material for study and consideration while an industry is still in its infancy. The open door pol-icy brings out the facts quickly and the entire business world benefits. Problems that might usually take years to solve are often eliminated in a very brief space of time.

No less than eighteen articles have appeared in PRINTERS' INK PRINTERS' INK MONTHLY concerning electric refrigeration. Here are some of the problems that are discussed: Advertising, securing distribution, co-operative advertising, handling service matters, overcoming sales objections, dealer selling methods, preparing the salesman's canvass, demon-stration methods and instructing salesmen in correct selling methods.

Several of the articles also take up the effect of electrical refrigeration on the ice industry. Instead of harming ice manufacturers the new industry is giving the old one an impetus .- [Ed. PRINTERS' INK.

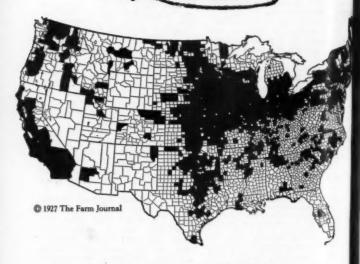
#### Leaves "The Farm Journal"

Albert P. McNamee, for two years Eastern advertising manager of The Farm Journal, has resigned. He had been associated with this publication for

#### Farm Paper Campaign on Leather Puttees

The Williams Manufacturing Company, Portsmouth, N. Y., has started a farm paper campaign on Excelsion brand leather puttees.

## The Primary Farm Market



The red areas comprise the 1198 better-than-average agricultural counties, determined by correctly rating each of the 3044 counties in the United States according to farm income, farm property value and number of white farm families.

No arbitrary group of states, nor any single state, but the best counties in the entire United States, constitute the Primary Farm Market.



PHILADELPHIA . NEW YORK . BOSTON . ATLANTA

15,1927

et

ANTA

This enormous consumption of Lubricants proves again the amazing size of the Primary Farm Market

Farmers buy 143,000,000 gallons of lubricating oil and 180,000,000 pounds of lubricating greases annually. Farmers own over 4,000,000 automobiles, over 500,000 motor trucks, over 2,500,000 gasoline engines and over 600,000 tractors. Altogether farmers own \$2,691,000,000 worth of farm machinery and implements most of which require lubrication.

The Primary Farm Market—composed of the 1198 better-than-average agricultural counties—has

69.4% of all farm income 74.1% of all farm property value 59.9% of all white farm families 60% of all important trading centers

The Farm Journal has 76.2% of its circulation in the Primary Farm Market and the greatest volume of R. F. D. circulation—the most reliable gauge to real farm circulation.

1,400,000 Circulation

## Journal field

CAGO · SEATTLE · SAN FRANCISCO : LOS ANGELES

#### The Purchasing Agent Looks at Industrial Advertising

He Sees That It Helps Him-But He Also Sees Some Possible Improvements

#### By Harry Merrill Hitchcock

SOME millions of dollars are going, this year and every year, into a form of advertising in which the general consuming public has no direct interest at all, but in which it has an immense and rapidly growing indirect interest. This is the advertising the sole purpose of which is to promote the sale, and thereby render more efficient the distribution, of the primary and secondary materials of industry; both the raw materials which are to be transformed by manufacture into useful articles, and the tools and machinery whichare necessary process.

From the fact that this advertising not only persists from year to year, but is steadily increasing in amount and variety, it is evident that, in the opinion of its employers, on the whole it is doing its job, But is that the whole

story?

Before the final verdict can be passed upon the efficiency of industrial advertising, there is another side to be considered. manufacturer may be convinced that his own advertising helps him to sell, but unless it, and that of other manufacturers, helps him, and them, also to buy; unless it is used and useful to both parties to the business transaction, its place as a factor in industrial distribution cannot be accepted as unassailable.

There is in this country a group of men-not a very large group numerically - who possess unequalled qualifications, by virtue of their position, for passing judgment upon this point. They, themselves, initiate and carry through purchases of industrial machinery and materials of values aggregating far up in the billions; and across their desks flow the requi-

sitions from production and construction executives and neers, for all the immense volume and variety of equipment that modern industry requires.

What is more, the purchasing agent, by temperament and training, is as well equipped to weight and measure values of all sorts and kinds, as he is supplied by his position with opportunities to do When he examines the claims of industrial advertising, which to a great extent is addressed as directly to him as the products it describes are offered by the salesman, his report should be of practical value to the men whose duty it is to prepare that advertising

As a basis for such a report, I have just finished a series of talks with the chief purchasing officers of a number of the largest industrial organizations in the country. These few men with whom I have been talking are responsible for buying more than a billion dollars a year of products, and there is scarcely any conceivable material implement or article of human use, from a complete steel building to a spool of thread, which is m to be found among their requisi-

tions.

#### FACT HUNTERS

It would be hard to find and talk to a more interesting group of men for a man interested in good advertising. Behind all their welldefined individuality of points of view, and the individual shrewlness with which each viewpoint is invariably expressed, you som discern what might be called the group mind of the buyer; the attitude characteristic of the man whose job it is to pierce through words and pictures to the essential

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they represent they are employed by two of the largest steel comnanies, two leading manufacturers of electrical equipment, two big public utility organizations, two of the largest trunk-line railroads,

and two manufacturing firms of a more general type. In the nature of things it has not been possible to set down here, literally, all the shrewd observations I collected from their conversation. What follows is more in the nature of a summary of impressions gleaned from the entire group, with direct quotation of some of the most in-

teresting and striking comments offered by some of them—the points thus stressed being also those which reflect with especial force the views expressed by all. In general, the line of attack

adopted with each of them was the same. It sought their views upon three different points:

First: how much actual daily use do you and your assistants make of the advertising that is put before you; of how much assistance is it to you, and in what ways?

Second: from your position are you able to observe and estimate the effect or influence of industrial advertising upon the selection of equipment by the production and operating executives of your own organization; is this influence helpful or otherwise?

Third: from your point of view as a buyer, what criticisms would you offer of the advertising you read; if you could talk to the men who are preparing it, what would you tell them to do, in order to make their work more useful to you?

#### THE CONSERVATIVE VIEWPOINT

Naturally, not all the responses to these and similar questions were alike. There are radicals and conservatives among purchasing agents as well as elsewhere. I uncovered no uncontrollable enthusiasm for advertising-one of the first things a good buyer learns is to keep his enthusiasm, when he develops some, under strict control. But neither did I find so much as one man who sought to deny to industrial advertising the possession of any virtue at all.

What might be called the conservative view was put in inter-esting fashion by two of the largest buyers of all who told me that in their opinion advertising is of great benefit to the small organization, but of proportionately less importance to the big one, and that what value it possesses in their own cases is largely of institutional character.

"Product advertising, as I see it, means very little to us," said one of these men, "for the reason that we are big enough not only to maintain our own complete sources of information, but also automatically to attract the attention of everybody with something to sell which we can use. No sales man-

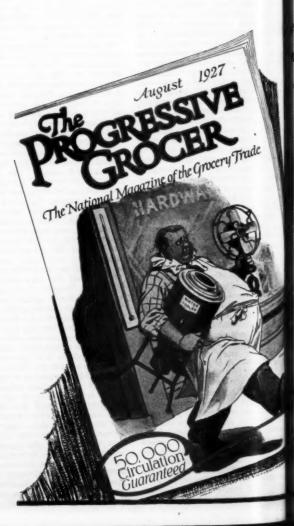
ager could possibly overlook us. "But the small company has no such advantage; nor, to turn it around the other way, can the manufacturer cover the smallcompany market so quickly and completely as he can cover the few big organizations like ours, with salesmen alone. The purchasing agent of the small company can and should, and presumably does, supplement the limited information facilities of his department by study of the advertising pages of the technical papers in his field.

"About all that advertising can

do for us, however, is to keep us informed of the names and addresses of possible suppliers of the products we need. As far as the products themselves are concerned, most of them are so well understood and so thoroughly standardized nowadays, and we make it our business to know them so intimately, that it would be a waste of time for us to study advertising purely from that point of view.

"Advertising," said the other of these two men, "when it comes to the attention of this department, primarily impresses the company upon the mind of the buyer who happens to read it. It is not often that we are induced to correspond with a company, prompted by its advertisement. It is when the representative of the company calls (and we see everyone who does

## To meet the



## thw demands ocery distribution

where  $\sim$  we possibilities for advertisers

THE circulation guarantee of THE PRO-GRESSIVE GROCER has been increased from 50,000 to 75,000, effective from the July 1928 issue.

With this substantial growth in circulation we can meet more nearly the response from retail grocers and jobbers.

With greater coverage we can serve more adequately those who recognize the importance of winning the grocer's interest and good-will—we can expand our service to fit present day demands for wider distribution, more outlets and greater volume.

Although there will be a steadily rising tide of circulation during the coming months, there will be no adjustment in rate until the July issue.

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY
79 Madison Avenue, New York City

-75,000 Guaranteed

ommencing JULY, 1928

call) that it has some effect; that is, the advertisement is recalled, and the representative offering his card is immediately identified with the article that the buyer has read about, and it may very likely increase our interest in talking with him.

"I am of the opinion that advertising is of only an uncertain value except perhaps in a comparatively small percentage of cases. It must be followed up by human solicitation."

One very important point affecting industrial advertising indirectly is much stressed by nearly all the men with whom I talked, and especially by those who might be called the conservative group. It is the principle of reciprocity—the definite policy followed by virtually every big industrial organization of placing its own business wherever possible, other things being equal (emphasize that point), with its own best customers.

Curiously, the big purchasing men approach this subject very gingerly, and not one of the men who talked freely about it was willing to be quoted on the point. None the less, it is a very simple and obvious principle, and it is hard to see where fault is to be found with it, so long as it is honestly and fairly applied—that is to say, so long as other things really are equal.

You certainly cannot look very far into the policies and methods of any of the really big industrial organizations without discovering that to some extent they are like the famous Scilly Islanders who live by taking in each others' washing. Some years ago I had occasion to study the buying methods of the U. S. Steel Corporation and at that time found this principle frankly recognized by this organization, whose business ethics are universally and deservedly respected.

But it does not appear that this principle, though it does take certain immense bulk purchases out of the field of advertising influence, really controls a sufficient volume or variety of business appreciably to narrow that field. It is just one of those things the existence of which the industrial advertise needs to keep in mind, in the same way a navigator has to keep a certain current in mind.

The question of the type of alvertising best suited to the buyer needs was one that developed spontaneously and most interestingly, outside the original three heads of my inquiry, in practically every conversation.

#### AN EXCELLENT SUMMARY

An excellent summary of the case as it relates to the question of the advertiser, "Shall we talk about our company as an institution, or about our product?" was given me by O. C. Spurling, engineer of plant of the Western Electric Company. Mr. Spurling is not, in the strict and accepted sense of the word, a purchasing agent, but the immense amount of building and power service equipment and material for whose purchase he is responsible, entitles his views to a place here.

"I don't believe it is any longer worth our time," says Mr. Spurling, "to prepare our own specifications for what you might call a standardized industrial specialty-carbon brushes, for instance. Specifications are highly desirable in many wavs, but when you come to a product (not a raw material, but a product) whose use and characteristics are thoroughly well known and standardized, when everybody knows just what may be expected of it; I prefer to put it up to the manufacturer, and rely upon his known ability and character to girt us the performance we require.

"From that point of view, in a great many classifications, I suppose I would say that it is best for the manufacturer to devote his advertising to convincing us of the reliable character and abilities of his organization, rather than the trying to find something new to say about the product itself, when there is really nothing new left to say about it.

"On the other hand, where you have a specialty, a piece of machinery, for example, regarding the design of which there are still differences of opinion or for which

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there are no really definitive standards of performance; or some practically new device which its maker believes to be a radical improvement over existing ones, it is most natural for the manufacturer, and most helpful to us, to talk about the product."

One of the most interesting and

One of the most interesting and practical observations, that applies to far wider advertising fields than the industrial alone, was contributed by A. F. Macklin, of the Consolidated Gas Company of New York, when he pointed out that advertising, being simply a method of aiding distribution, has no value

tion, or apart from that of the goods which is helping to distribute.

If the things that are advertised are of good value, advertising, in the of the things to industrial efficiency. But if it is applied to inferior

products, it works just as hard in exactly the opposite direction. "Suppose," said Mr. Macklin, 'that, as not infrequently happens,

"May be a for the his advertising of some new product, which, he becomes convinced, will increase the efficiency and cut the cost of the particular operation for which he is responsible. He sends us a requisition to purchase it.

"Now he is either right, or he is wrong, in his opinion that this particular product is better for his friency and lower in price, or at least better from the point of view of the final result. If he is right, hen the advertising has helped us the his additional adopt it soomer than we might therewise have done, and thereby it as profited us as well as the man who has that product to sell.

"But suppose, as and Mr. Macken, whether, in the advertising one of some new product, which, he becomes convinced, will increase the advertising to product is particular of the particular operation for which he is responsible. He sends us a requisition to purchase it.

"Now he is either right, or he is wrong, in his opinion that this particular product is better for his particular pr

who has that product to sell.
"But suppose, as is sometimes he case, that the production man s wrong in his opinion; that he as been misled by the advertising nto an exaggerated view of the nerits of the product; suppose it nerits of the product; suppose is really inferior to what we al-eady have or that precisely the ame work which it is intended to perform can be done equally well, or better, by some other product which we know costs less.

"In that case the purchasing department, whose business it is to know this, must sit down and thrash the matter out with the operating department, until we and they together reach agreement as to what should be specified for the best results.

"That is a costly process; costly in time and in many cases in actual money, too. Here, you see, advertising, when applied to the wrong product, actually operates as al-most as great a handicap to efficient purchasing as, applied to the right product, it is a help to the purchaser."

#### ADVERTISING IS JUST A TOOL TO HIM

It is quite plain that Mr. Macklin, while he believes in advertising, has too clear a perception of its actual place in the business structure to endow it with magical virtues. To him it is just a tool; a valuable and all but indispensable tool, but of no value apart from the materials to which it is applied.

He himself reads and studies, daily, an immense amount of advertising, and regards this as an essential part of his routine. It was interesting to discover that, on the whole, while he reads both periodical and direct-mail advertising with great care, Mr. Macklin spends a larger share of his time on the direct-mail material that comes to his desk, and considers it relatively more useful to him.

His preference, however, is due simply to his conclusion from experience that direct mail is apt to be more definite and specific, and so give him what he wants, or show him that it has nothing for him, at less expense in time than the periodical advertisement. If they came to the point as promptly as direct-mail pieces, he would rank periodical advertisements as highly.

"If you, as a buyer, could talk to the men who are advertising to you, for what would you them?" I asked Mr. Macklin.

"The facts and no frills," he replied promptly. "An advertisement that is not clear, or that wastes time in coming to the point, uses

# The part that fa

The mainspring of every buying decision is—faith. When you part we your money for something you buy for the first time, it is because a product has earned your confidence out of its association with some or something you know and believe in.

Our introduction to the new comes most propitiously from those who we know best and in whom we have fullest faith. The important the about every introduction is—the introducer.

In no respect is this more true than when you buy from advertising Infuller your confidence in the authority, and the sincerity, of an est lished and esteemed publication, the more whole-heartedly will present that faith to the product it sponsors.

The Good Housekeeping Seal, symbol of Good Housekeeping's prostion of its public, constitutes a dramatic exhibit of the part that faith a play in advertising.

HE Seal of Good House-keeping is a force without parallel in the buying decisions of the nation. Everywhere, in stores all over the country, you encounter the Good Housekeeping Seal. It appears on tens of millions of packaged products, on hundreds of thousands of dealers' shelves—in grocery stores, in drug stores, in department stores, in electrical and hardware stores—wherever you buy your conveniences of the everyday.

What is the significance of this symbol that makes it stand out as the single, universally identifying hallmark of quality?

The Seal has had conferred upon it by the people of this country the force of Authority. They look upon it as infallible proof of the excellence and the worth of every product on which it is placed.

Laboratory tests are followed by practical tests under true bousskeeping conditions.

That they do so is, of course, established by the widespread adoption of the Seal by manufacturers.

One manufacturer alone distributes and sells fifty million puts his product carrying the Seal.

We do not know the number a in use by all the manufacturers of the right to their use. We dare as pute the total number of seals do on products to the public annual we are confident that they would gate a total that would be increased.

The adoption by manufacturess Housekeeping Seal resulting in public's acceptance is significance greater significance is the dence behind this Seal that or widespread recognition.

Every manufacturer, whether a tiser in Good Housekeeping may have his product tested by perts of Good Housekeeping.

There is but one stipulation: The uct must have sufficient distribute conveniently purchasable by

Housekeeping's national audience. If a manufacturer passes the test, he may employ the Seal upon his product.



Retail Merchan the value of the keeping S

bt. 15, 1927

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# lays in advertising



Good Housekeeping Seal was inaugurated twenty years ago with one objective: to serve the public. But it serves the manufacturer, too.

is product is disapproved, construcsuggestions are made for bringing to the Good Housekeeping stand-And after changes, it may be reitted for test.

tests are conducted by experts and ineers in our own laboratories under ditions approximating those that in the average home.

ther expense nor trouble are conred in attempts to lighten the sekeeper's burden. No charge is e to the manufacturer; because this service conducted for our readers, ed to be a buying guide for the

en you encounter the Seal of Good sekeeping, you may rest assured will have a guarantee of quality in product and satisfactory service in home.

e Seal appears on a household deyou may be sure that the appliance een given practical and engineering and found efficient and well conted.

e Seal appears on a food product illet preparation, you may be sure it has conformed to the highest standards of purity, of manufacturing excellence; that it is a wholesome food or an efficacious toilet preparation; and contains no element of harm.

There exists a further guarantee of excellence to every product advertised in Good Housekeeping. Each carries the full money-back guarantee with which Good Housekeeping supports every advertisement in its pages.

Faith in buying is based on the fact that most of us have a distinct sense of confidence in familiar things—things we are used to.

From the richness of its experience over the past fifty years, Good Housekeeping has developed that essential of a great publication—character.

Little wonder that the public brings to the products of American manufacturers sponsored by Good Housekeeping a faith that is born of, and matches, their confidence in Good Housekeeping itself.

The Seal of Good Housekeeping carries the full weight of Good Housekeeping —its character, its authority.

## OOD HOUSEKEEPING

September Good Housekeeping—out now—again breaks a record.

The edition is 1,659,000 copies—276 pages

Reproduced from a newspaper advertisement

DDINTEDS' INE

...

# 14 Billion Feet of LUMBER

Produced Annually in Florida

REW people who do not live in Florida realize the variety of its sources of wealth. It may be surprising to you, for instance, to know that Florida's lumber production last year totaled 1,250,000,000 feet and brought a return of \$45,150,478.

This, moreover, does not include the value of the many by-products of the lumber industry of this state, its naval stores industries, etc.

Florida receives annually from its various industries nearly

\$300,000,000. From its farms it gets \$160,000, 000. From its tourist business it makes an income estimated at \$500,000,000. And in addition to these may be added its commercial enterprises, it public utilities, its transportation and foreign commerce.

Florida is a great and fast growing market which will richly reward the producer who

will advertise to it. Moreover, this attractive market can be completely and economically covered through advertising in—

# The ASSOCIATED DAILIES of Florida

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DeLand Daily News Fort Myers Pross Fort Myers Tropical News Jacksonville Journal Labeland Star Telegram Miami Horald New Smyrna News Orlando Sentines Palm Book News Palm Beach Post
Pensacola News-Journal
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Sanford Times
Tampa Times
Tampa Times

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up just that much more than its fair share of my time and atten-

Advertisers who pride themselves upon effective use of "personality" or who strive valiantly to inject a lighter or more amusing vein into their advertising get scant sympathy from Mr. Macklin. READING ADVERTISING IS PART OF

HIS WORK

"I don't read advertising for amusement or for cultural values or for somebody's opinion of the League of Nations or bobbed hair for women," he says. "My job is to buy industrial materials. This man has industrial materials to sell. I read his advertising for just one reason-because it is part of my job, as I see it, to find out what he has and what his price is. more quickly, simply and directly he tells me what I need to know, the sooner, and so more inexpensively, we can do business (or decide we can't) and I'll find my amusement, entertainment and culture outside of office hours.

"Of course, I am only speaking for myself. My business is buying. Men in other executive positions, whose purchasing responsibilities form only part of their work, naturally have different views; and if they like a touch of humor or human interest or other things which, from the purchasing agent's point of view, are purely extraneous, I don't presume to criticize. Everybody needs to understand, though, that those things have to be paid for, just as nickelplating and scrollwork on a piece of machinery have to be paid for.

"The question is, how far buying is to be regarded as a specialty -a profession, if you like. In my judgment, if you are addressing the man whose sole job is buying, you had better cut out the frills and get right down to business."

The advertiser's problem seems to be to get a clear and accurate picture of the man to whom he is talking. If he is talking to the purchasing agent as such, as in the case of many products he needs to do, Mr. Macklin's advice is excellent. If he wants to talk over the head of the purchasing agent to the operating staff and the engineers, a freer treatment may pay

For example, Mr. Spurling, already quoted, admits that the individual flavor attracts him and is remembered in the great amount of advertising he reads or at least looks at, and he can tell some interesting stories of cases in which memory of an advertisement has

been helpful.

"Some time ago," Mr. Spurling told me. "I read in an advertisement of a new principle of boiler design that impressed me as well thought of and likely to be valuable to us. We are now engaged in studying this new idea very carefully. We are watching its performance in several power plants not far from some of our own in which we will be installing new boilers, and if, as seems probable, it proves up, we will adopt it.

Another case of this kind is that of a new idea in roofing material. We have had more or less trouble with the roofs of some of our buildings, such as foundries, apparently because of acid fumes in the smoke coming in contact with the roof. We are trying out this idea, also, and it appears as though it would lead to some very nice business for the manufacturer of this new type of roofing.

"One of the most striking examples I know of the practical value of industrial advertising is in connection with that of a certain boiler manufacturer. Some time ago I came upon one of his advertisements which illustrated the method of design and construction he uses. It looked good to me, and I made a note of it, even although practically all our boilers had long been, and still were being, built for us by another concern, and I did not think this design was in any way superior to those of this latter manufacturer.

"But a time came when we were in need of two new boilers, and at just this time the other boilermakers' plant was tied up by a protracted strike. We could not

wait for it to be settled, so we got in touch with this maker whose advertisements I had noticed. We tried out his boilers, found them satisfactory, and we bought two of them. They are in service in our plant right now, and giving good service.

"In these cases we might have secured the information we needed without the advertising. In no case did we forego the careful test that must precede the actual purchase of important equipment. Yet the fact remains that the advertising enabled us to get what we needed at much less cost in time or expense than could have been done in any other way."

#### THE CASE MAY REST HERE

The case for industrial advertising, in the court of the buyer, may, I think, rest here. The verdict is safely in its favor. But to the industrial advertising man, in conclusion, let me pass along one final word of advice. I got it from W. C. Bower, manager of purchases and supplies of the New York Central Lines.

Mr. Bower wonders why so advertisers are content merely to publish the same advertisement (and not a very enlightening one at that) over and over again without varying or changing

it in any way.

"I suppose there must be some reason for it," said he, "but they are wasting their time and money so far as I am concerned. I read an immense amount of advertising: I never miss a copy of any of the good trade journals in our field. But it takes me only one reading to grasp everything of interest or value to me, in each advertisement.

"When I see that same advertisement again the following month, it doesn't add one particle to the original impression it made upon me. On the contrary, the only possible effect it has is to make me, perhaps, register a note that here is a rather unenterprising firm, or one without much of a story to tell, since it can find nothing new to say in a whole month of trying."

#### Government to Re-open Advertising

'HE Government's investigation I into advertising is soon to be reopened. The Federal Trade Commission has definitely announced that another hearing, which has been postponed a number of times. will be held at Chicago on October 3. The respondents at this hearing are the American Association of Advertising Agencies, American Newspaper Publishers Association, Southern Newspaper Publishers Association, the Six Point League and the American Press Association.

In its announcement concerning this hearing the Commission made a statement of the points involved in the case. These particular points, three in number, are stated by the Commission in the following lan-

guage:

(1) Alleged agreements by these asso-

(1) Alleged agreements by these associations upon a minimum rate of cosmission to be received by advertising agencies for advertising service with provision that advertising agencies shall not do business with advertisers at figures lower than this rate.

(2) Alleged refusal by the publisher associations to "recognize" advertising agencies that share with the advertiser any part of the commission paid to "recognized" agencies, or, to permit be commission received by "recognized advertising agencies to be paid agencies that share with the advertise any part of such commission.

(3) Rights of advertisers and publishers to do advertising business in a market free of artificial regulation of commissions.

commissions.

An indication of the probable reason for some of the postponements of this hearing is given in this same statement by the Commission when it refers to the fact that negotiations were entered into by the Commission at the request of the American Newspaper Publishers Association for a settlement of the case by stipulation. The mgotiations, however, were closed, according to the Commission, because of the fact that the respondent organizations did not agree to certain conditions laid down by the Commission regarding its jurisdiction in the matter.

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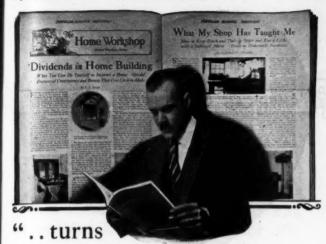
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# to Popular Science for his mechanical education"

HE didn't go to manual-training school; never learned a trade.

A shade of regret about that—in spite of success, in business or profession.

Fine to be in position of boss; but, to tell the truth,—

He'd like better to be able to do the thing, or make it go, (must do some thing) with his own hands.

So, he turns to Popular Science Monthly . . . for

his mechanical education!

We recommend advertising in Popular Science along lines of special interest to this man:

Motor Cars Motor Boats

Radio Sets Radio Accessories

Oil Burners
Iceless Refrigeration
Building Material Builders' Hardware

Personal Use Devices
Time- and Labor-saving Devices
Electric Developments and Improvements

Three hundred thousand readers, interested in practical, mechanical things.

# Popular Science

250 Fourth Avenue, New York

Sept.



Soil — Sunshine — Temperature — Rainfall — People In The "Heart"

### JUST RIGHT

To Produce the Largest Agricultural Cash Income Year After Year

Estimated (Brookmire) for July to June, 1927-8, As

\$4,596,000,000

Diversified Farming in the "Heart" Gives to This Income Even Monthly Distribution

# SUCCESSF

"The Backbone of Most Success as Co

Advertising Offices:

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NEW YORK

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PRINTERS' INK

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# No Interruptions in Farm Business

"Heart" State farmers are the most industrious group of business men, and one out of every three is guided by Successful Farming editorials.

This established confidence has promoted sales and profits for distributors who use Successful Farming regularly.

What Successful Farming subscribers will contribute to 1928 sales is shown by a recent extensive investigation. Details for any product will be furnished on request.

More than one million farm families subscribe to Successful Farming and represent a worth-while all-year market.

# **FARMING**

ng Campaigns in the Farm Field"

KANSAS CITY

MINNEAPOLIS

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shoes."

#### THE ERICKSON COMPANY

Advertising

#### 381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following:

BON AMI

CONGOLEUM RUGS VALSPAR VARNISH GRINNELL SPRINKLERS McCUTCHEON LINENS PETER SCHUYLER CIGARS ANSCO CAMERAS AND FILM COLUMBIA WINDOW SHADES ARCADIAN SULPHATE OF AMMONIA **TARVIA** DUZ WOODTONE HAVOLINE OIL WALLACE SILVER THE DICTAPHONE BARRETT ROOFINGS NAIRN INLAID LINOLEUM COOPER HEWITT WORK-LIGHT McKESSON & ROBBINS PHARMACEUTICALS NEWSPAPER INSTITUTE OF AMERICA PLYMOUTH BINDER TWINE SEMET-SOLVAY COKE TAVANNES WATCHES INDIAN GASOLINE

NEW-SKIN

What we've done for others we can do for you.

BONDED FLOORS

Member of the American Association of Advertising Agencies Member of the Audit Bureau of Circulations Member of the National Outdoor Advertising Bureau

#### Should the Manufacturer's Retail Store Be Advertised?

An Answer Based on the Experiences of a Number of Manufacturers

PROVIDENCE, R. I.

1927

Frequently a manufacturer or jobber also conducts a retail store. This puts him in direct competition with the retailers near his store who are his customers.

What type of local advertising can be used in such a situation, which will not arouse the antagonism of retailer customers?

RICHARD THORNDIKE.

PRINTERS' INK has queried several manufacturers about their methods of featuring their factory-owned stores in local newspaper advertising. The information that has been gathered indicates that where the above conditions prevail the stores receive little or no mention in the advertising.

The W. L. Douglas Shoe Company owns and operates more than 100 retail stores in the principal cities of the United States. Douglas shoes are also sold by retail shoe dealers throughout the coun-

This company's plan of featuring its stores in newspaper advertising is somewhat different from the methods followed by other concerns that sell their products through their own and retail stores in the same cities.

Lester D. Morse, advertising manager, tells of his firm's policy: "We advertise in newspapers in the cities where we have stores. Each advertisement carries the address of our store or stores located in the city in which the paper is published.

"Our experience has been that she retailers handling W. L. Douglas shoes do not object to our store advertising; in fact, many of them have found it to their advantage to tie up their local store to our store advertising by displaying cards in their windows talling attention to the fact that hey are the authorized agents in their town for these well-known shoes."

An explanation of the plan fol-

lowed by the George K. Brown Company, Inc., Chattanooga, is given by L. J. Wilhoite, vice-president:

"We are engaged primarily in the wholesale manufacture of ice creams and ices for distribution through retail dealers. We also manufacture on a limited scale high-grade package candies as well as pan candies.

"We operate only one retail store—a large candy, ice cream, soda and luncheonette establishment in the heart of the retail district. It is the largest store of its kind in Chattanooga and possibly in the entire South. It is distinctly a soda, candy and luncheonette em-

entire South. It is distinctly a soda, candy and luncheonette emporium. No drugs or drug sundries are sold. Neither is tobacco sold. Absolutely nothing but candies, ice cream and ices, sodas and the luncheonette.

"No package candies other than those of our own manufacture are sold through this store. These same package candies are sold at wholesale to dealers but this phase of our business is not emphasized. Accordingly, our principal contact with dealers, therefore, is through our ice cream manufacturing department.

"Very little newspaper advertising is used by the retail store, the principal reliance for keeping the store before the public being placed on the store's dominant location, the attractiveness of its appearance and the use of the display rooms. Newspaper advertising is largely confined to holiday seasons and the copy restricted to the exploiting of our package candies, no reference being made in any of our newspaper copy to either the soda or the luncheonette departments of the store.

"No doubt due very largely to the fact that the store has been in operation for many years, thus making it a sort of an established fact beyond argument in the minds of our retail dealers, they seldom

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make any reference to it. Furthermore, it is operated under a different name from that of our ice cream manufacturing business, which fact, no doubt, helps to keep it out of the consciousness of our dealers.

"Practically our entire advertising budget is devoted to the furthering of our ice cream manufacturing business and in none of our ice cream advertising is reference ever made to our candy manufacturing or to our retail store. This practice is followed primarily to secure unity of purpose in our newspaper advertising, and secondarily to prevent dealers and the public from associating our ice cream manufacturing business with our retail store.

"In other words, our candy business is identified in our advertising with the retail store while our ice cream advertising is entirely divorced from our candy business or the store and designed strictly to further sales through our retail dealers exclusively.

"In this manner we have been able to side step any friction with our dealers on account of the operation of the retail store. We might add that we are always very careful to avoid price cutting in the store. Our prices are always the same or higher than the prices maintained by our dealers."

Here are the opinions of several manufacturers that do not think it advisable to list their shops in advertising:

"Our branch stores are all kept for the wholesale trade and, incidentally, for the service of pen users." writes B. W. Fontaine, of the L. E. Waterman Company. "We have not attempted or expected to make a profit from these stores. Service to the pen owning public is what we try to give to the greatest degree, and in this we find our remuneration.

"It is not our custom, in general advertising, to place our addresses in the copy, and we have not for many years keyed any advertising we have put out, because our advertising is essentially national and not local."

Another manufacturer of a ser-

vice product, whose name cannot be mentioned, says: "We do not emphasize the fact in our advertising that these stores do a retail business, because of possible dealer complications. The stores are merely appendages to our branch wholesale establishments and are also, important to us as repair service stations."

The Gotham Silk Hosiery Company, Inc., does no advertising of any description, other than window displays, for its three retail stores operated in New York. No mention is made at all of the shops in advertising appearing in buses, car cards, theater programs or other advertising.

The Dennison Manufacturing Company also never mentions in retail stores in its advertising. Readers of the advertisements are referred to the local Dennison dealer and in some instances reference is made to the fact that Dennison goods are on sale at department stores, stationery stores and many drug stores.—[Ed. PRINTERS' INK.

#### Death of Herbert S. Collins

Herbert Seward Collins, vice-presides and one of the founders of the United Cigar Stores Company, New York, and president of the Union Tobacco Company, which was organized a short time ago to serve as a retail outlet for the combined business of the United company and the Schulte Retail Stores Company, died at New York on September 11. He was fifty-three years old. He was made vice-president of the United Cigars Stores when that chain was started in 1901 and remained with the organization until his death, with the expetion of several years when he was associated with the Riker-Hegemas Drug Stores.

associated with the Riker-riegema Drug Stores.

In the September 8 issue of Printin' Ink, an article. "When Is a Cigar Sim Not a Cigar Store?", quotes Mr. 6's lins' opinion on the necessity of cocentration of sales effort in retail cigar stores on one or two main lines.

#### Loft Reports Increase in Net Profit

Loft, Inc., New York, candy manfacturer, for the six months endel June 30, reports a profit, after charge, but before depreciation and Federal taxes, of \$224,614, against \$78,764 for the similar periods in 1926 and \$277,901 in 1925. Net sales for the six most ended June 30, amounted to \$3,796,76, against \$3,869,410 in the first half of 1926 and \$3,771,126 in 1925. , 1927

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### Announcing

# THE MASS MARKET GROUP

consisting of

True Romances
True Experiences
True Detective Mysteries
Dream World

(formerly members of the True Story Group)

### ONE MILLION CIRCULATION GUARANTEED

Write for the Rate Card

PHILIP D. HYLAND

Director of Advertising

1926 Broadway, New York City

CHARLES H. SHATTUCK 168 North Michigan Ave. Chicago, Ill.

METZ B. HAYES Little Bldg. Boston, Mass. the Purchasing Power of the Nation's Last Industrial Frontier

# Northein Capita

Due to the tremendous influx of Northern Capital, the industrial development of the South has been very pronounced in recent years.

Between 1923 and 1925, Southern industries made about 38% of the \$2,447,000,000 increase in the total value of manufacturers in the United States. Today the South is producing about \$10,500,000,000 worth of manufactured goods annually.

The South has more than 23% of the country's developed hydro-electric power. In 1926 it had nearly one-half of the country's total increase in water power development.

During the last two years more than \$100,000,000 of Northern capital was invested in Southern ton mill interests a With an annual outp \$391,000,000 Southern ton mills are producing one-half the councotton goods. How this large producting cotton goods is less 10% of the total value Southern manufacture.

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or nearly a quarter of a century W.R.C. Smith organization has been umulating information on Southern kets and business conditions. This ormation, together with the advice marketing counsel of men who have practical experience in Southern kets, is available to manufacturers king to develop their Southern iness.

he South is a most attractive market your product, and one of these five thern business publications will give complete coverage of the channels listribution in your field.

W.R.C.SMITH PUBLISHING CO. Atlanta, Georgia

devoted to construction, administration and production problems of the mills ... with a circulation of 8,700, most thoroughly covering this important industry.

#### **ELECTRICAL SOUTH**

the only publication devoted exclusively to the commercial phases of Southern Electrical interests . . . goes to 4,500 leading jobbers, dealers, contractors and central station commercial departments.

#### SOUTHERN HARDWARE

reaches 6,000 jobbers and dealers in the Southern States, making it the most effective medium for manufacturers marketing products in this field.

#### SOUTHERN POWER JOURNAL

the only medium that thoroughly covers Southern power plant owners, superintendents, chief engineers and master mechanics . . . with a circulation of 20,000.

#### SOUTHERN AUTOMOTIVE DEALER

is devoted to the interests of distributors and dealers of automobiles, accessories and other automotive equipment . has a circulation of 10,000.

Twenty "opinion" letters a day from a circulation of 31,000

# Is that "reader-interest"?

Of course, any publication for which its readers pay \$4.00 per year, for only thirty-two pages per issue (but that solid meat), and which appeals to, and is subscribed for, by the leaders of contemporary thought today—that publication is worth considering.

William Allen White says, "The Christian Century is the most intelligent of the religious weeklies in America." He instances the type of reader we enjoy.

Here is a worth-while market for commodities appealing to this type of citizen. And Christian Century is closely read—otherwise 76% would not resubscribe.



440 South Dearborn Street.

Chicago, Ill.

#### How the Advertising Industry Is Arbitrating Its Disputes

Most Cases Are Kept Out of Court Due to Satisfactory Settlements by

#### By James True

THE building public of Chicago has been saved through arbitration from \$150,000,000 to \$200,000,000 during the last five years, according to a recently published statement by the Citizens' Committee to Enforce the Landis Award. Another report states that more than 150 national trade organizations and fifty Chambers of Commerce have established arbitration facilities with profitable and gratifying results. Both statements suggest the question: What is arbitration accomplishing in the field of advertising?

In seeking the answer to this question, it was learned that at least one organization in the advertising industry, the American Association of Advertising Agencies, has provided adequate facilities for the arbitration of disputes between its members. Although no estimates of savings in the field could be found, the indications are that advertising is not only greatly profiting through arbitration, but that the method of preventing expensive litigation can be greatly

extended.

According to A. Hatvany, secretary of the research division of the American Arbitration Association, his organization has recorded a number of cases in which advertising disputes were arbitrated satisfactorily. Reports of two of the cases are particularly interesting, not only because they are typical, but also for the reason that they illustrate the simplicity and fairness of the procedure.

One of these cases involved a claim for \$550, made by an artist for painting a picture for an advertising agency to be used to illustrate a page advertisement for a nationally advertised food product. The artist was commissioned by the Chicago office of a well-known advertising agency to paint

the picture. The product advertised is known throughout the country by the figure of a woman which appears upon the container.

The artist prepared a picture which was rejected by the advertising agency on the ground that the artist had so changed the dress of the familiar character as to prevent the immediate and general recognition of its identity. The agency had the picture copied by a staff artist who changed the painting under dispute to conform to the one that appears upon the package of the product, and used the work of the staff artist in the national advertising.

The arbitrators who were appointed and accepted were George L. Genung, Justice of the Municipal Court; Howard Cole of the J. Walter Thompson Company, and Eric Schuler, of the Artist Guild of the Authors' League. These arbitrators, by their award, held that the advertising agency was indebted to the artist in the amount of \$400. As to their procedure in arriving at this conclusion, Mr. Hatvany's report has this to say: "The picture as painted by the artist was exhibited, and it was

clear that the trade-mark character looked slightly different from the standard trade-mark used upon the packages of the food product. However, the artist claimed that if the picture had been returned to him with such a complaint he would have made some changes in the character to make it conform to the trade-mark, The agency stated that the time to make the plates and send them to the magazines was so short that they could not return the picture to the artist without missing the issues for which they had planned to use the The testimony showed picture. that the artist had agreed to take \$400 in settlement of his claim, instead of the \$550 originally asked. Pages of the magazines in which the picture was used as a part of the advertisement were shown, and the arbitrators felt that inasmuch as the picture had been used, even though it had to be altered, the artist was entitled to payment in some amount."

The second case involved a claim for the return of \$200 which was the extra amount charged for the use of color in connection with a two-page advertisement in a business-paper. The dispute was between an advertising agency and the publisher.

The agency claimed the return of the extra charge for its client on the ground that the printing of the picture of a bolt of blue cloth was so poor that the entire value of the color was lost. The publisher admitted that the color job was not up to the usual standard, but claimed that the fault was due to the engravings that were furnished by the agency, and to the fact that the agency supplied the engravings so late that the printer had no alternative but to use them, since there was not time enough to have new ones made.

Jacob Monsky, proprietor of the Herald Square Press, was agreed upon as arbitrator. Mr. Monsky considered the testimony, examined several copies of the magazine, and found that the contention of the publisher as to the lateness of delivery of the engravings was cor-The advertising agency admitted that it had furnished the plates and sent them in at the last possible moment. The arbitrator also found that the plates supplied were not the best plates for use on the kind of paper upon which the magazine was printed, and agreed with the publisher that if a different type of plate had been furnished, better color results would have been achieved. outcome was that, in making his award, the arbitrator found that the advertising agency had no claim against the publishing com-

One of the indirect results of arbitration is the tendency on the part of members of an arbitration organization to settle their dis-

agreements without the necessity of arbitrating. For instance, the Motion Picture Producers and Distributors of America state in their report for 1926 that during that year 5,018 disputes, involving \$807,081.77, were settled before submission to arbitration, due to the fact that an arbitration agreement existed in every case. A number of other trade associations have reported that since arbitration was adopted the number of disputes has diminished considerably, and a recent discussion of the subject by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, indicates the same tendency.

According to Mr. O'Shaughnessy, many misunderstandings between agencies and publishers, agencies and artists, and agencies and engravers or plate-makers, have been referred to the association before they developed into disputes, and the decisions in such cases have been accepted and disputes avoided.

Facilities for arbitration of disputes between its members were provided for by the association in 1918. The vice-president was designated as chairman of the grievance committee, and the one to whom disputes should be referred and with whom complaints against members could be filed.

#### LESS THAN A DOZEN DISPUTES

This plan has been in operation for nine years, Mr. O'Shaughnessy explained, but the number of disputes has not been large—less than a dozen. Two of the cases involved considerable sums of money, but the decisions were found satisfactory by the parties concerned, and no disputes between the members of the association have ever gone to court.

Complaints against the members of the American Association of Advertising Agencies may be filed with the grievance committee by anyone outside of the organization, but only two or three such complaints have ever been filed. These were disposed of agreeably.

Minor complaints, also disputes as distinguished from complaints, are usually filed with the executive 1927

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### Highest Editorial Standards

The First Thing to Consider
Read Forest and Stream and judge for yourself.

Among our regular contributors are:

DONALD HOUGH
PAUL BRANDRETH
H. L. BETTEN
ROBT. PAGE LINCOLN
C. S. LANDIS
DR. R. B. TULL

CAPT. EDW. C. CROSSMAN ARCHIBALD RUTLEDGE NASH BUCKINGHAM O. W. SMITH DR. GEO. PARKER HOLDEN COL. TOWNSEND WHELEN

### Constantly Growing Circulation

1921-44,717

1924-68,328

1927—91,575 (First 6 months)

#### Over 100% Increase in Six Years !!!

The result of our editor's efforts to present the most entertaining and educational literature in the outdoor field.

#### KEEP POSTED

There is a great divergence in advertising values in the outdoor magazine field at this time. Every interested advertiser and agency should keep fully posted.

Founded 1873-54th Year



For full particulars phone or write W. V. HODGE—Tel. Circle 2585

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Hobart Building
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secretary, who has thus far decided practically all of them, and a number of cases of the kind have been satisfactorily disposed of.

"In one of these cases," Mr. O'Shaughnessy continued, "that of an employee against one of our members, the employee appointed an arbitrator to act with the execu-The case was one tive secretary. that suggested the calling in of a third man. Another case was that of a newspaper publisher who disagreed with the interpretation of an order from one of our members. In this case, it was agreed by the advertising agency and the publisher that L. B. Palmer, general manager of the American Newspaper Publishers' Association, and myself should act as arbitrators, calling in a third party at our discretion. But the arbitrators agreed, and the third party was not called in. Much was involved in this case, but both parties to it were agreeable to the finding."

A number of disputes and minor complaints which have been referred to Mr. O'Shaughnessy for arbitration have arisen between publishers and advertising agencies that are not members of his association. All of these have been decided without calling in other arbitrators, and the findings have been accepted. In regard to these cases and their causes, Mr. O'Shaughnessy made the following

interesting comment: "The greater number of disputes between publishers and agencies that have come to us for solution have been, in fact, misunderstandings as to the interpretation of terms and the application of estabpractices in advertising. When the American Association of Advertising Agencies was formed there were no written standards in the agency business. Standards were soon adopted, however, and reduced to exact language. were stated briefly, and therefore misunderstandings were to be ex-pected, particularly on the part of advertising agencies who not members of our association and who were not familiar with the deliberations that led to the phrasing of the standards.

"I have always made no distinc-

tion between member and nonmember agencies in matters of this sort. Wherever ethics is involved, I have felt that the interests of all advertising were concerned."

Suits-at-law involving any phase of advertising are uncommon. Mr. O'Shaughnessy said that even cases of insolvency on the part of advertising agencies have been arbitrated. Scarcely a half-dozen cases of any sort involving advertising disputes have gone to court in the last ten years, and in not one was a publisher a party. They were cases of minor importance, involving disagreements between advertising agencies and inexperienced advertisers. Mr. O'Shaughnessy then summed up the subject of arbitration in relation to advertising with this conclusion:

"Credit losses have been negligible in percentages, largely due to the spirit of arbitration which now pervades the advertising business as a whole. Last year, the advertising agencies conducted a business of about \$400,000,000 in volume, made up of an almost infinite number of transactions, and yet, so far as the court records are concerned, there is scarcely any evidence that the advertising business exists. This is due to the inclination of all who are concerned with advertising to use the easier. simpler and more profitable method of disposing of misunderstandings."

#### New Accounts with Williams & Cunnyngham

The United States Glass Compan, Pittsburgh, Pa., manufacturer of Timeware and other table glassware, ha placed its advertising account with Williams & Cunnyngham, Inc., Chicago atvertising agency.

Other new accounts with Williams & Cunnyngham are The John Holland Gold Pen Company, The Ficks Red Company, manufacturer of reed furniture, and The Ohio Valley Oxygs Company, all of Cincinnati.

#### A. H. Utt with Miller-Knopf

Arthur H. Utt, recently with the Columbus, Ohio, Dispatch, has joined Miller-Knopf, Inc., advertising, of that city as an account executive. He had formerly been with the St. Louis Globe Democrate.

### Trail-Blazers, Pioneers and Roto Covers

History is full of thrills-Stories of folks who had an idea and were bold enough to put it through-The trail-blazers you've read about.

An idea and the pioneering spirit were back of the rotogravure covers of SOUTHERN RURALIST. For nearly a year now, we have led the way with rotogravure service in the farm paper field. results have justified the venture.

We are telling the story of Southern agriculture with pictures, as well as with the printed word, pictures of a type and class that can be reproduced only through rotogravure process. The splendid response from readers shows we are getting it over. This distinctive service has given SOUTHERN RURALIST greater individuality, prestige, reader interest and pulling power.

Sell the Southern farm market with picturized advertising in SOUTHERN RURALIST. The covers are produced in our own plant. The rotogravure department is fully equipped. Rates for back covers, full pages or broken pages on second and third covers, represent only a nominal advance over black and white rates. Closing dates for these positions are the same as for inside positions.

Circulation over 435,000 net paid.

# SOUTHERN RURALIST

ATLANTA, GA.

Serves Every Interest of the Farm Home

Special Representatives: E. Katz Special Advertising Agency New York Detroit Kansas City Chicago . San Francisco Atlanta

1411 Syndicate Trust Bldg.,

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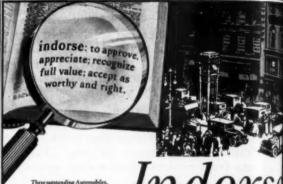
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# A REAL



These outstanding Automobiles, Coaches, Trucks, and Axles are equipped with Bendy Mechanical & Wheel Broken

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Ausocar Trucks
G. M. C. Trucks
Sowart Trucks
Trailmobile
Eaton Anle
Salishory Axis



Indorse

YOUR dictionary's definition of "indorse" states in eact terms what America's leading automotive manfacturers think of Bundin Methanical 4-Wheel Boain.

Safety in connection with any vehicle is chiefly a question of dependable brakes; the kind of brakes that will bring it to a stop quickly, evenly, without skid. Bendin Brakes with heir 3-shoe self-energizing construction are made for safe stopping.

The cars, conches, tracks, and units listed here—reposenting various price classifications—are equipped with Benditx Benkes; the finest possible evidence that this builders are working to the result of your safety, you consfort, your mental occuriey.

BENDIX BRAKE COMPANY General Office and Plant: South Bend, Indiana Envision of Bendie Corporation, Chicago

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The advertisement shown here is an example of the Bendix campaign now appearing in leading national and automotive publications.

5. 1027

# indorsement

TWENTY-SIX leading manufacturers of cars, coaches, trucks, and axles have put a real indorsement on Bendix Mechanical 4-wheel Brakes; by adopting them as standard equipment.

Two years ago the great Bendix plant was just completed. Bendix advertising began before the first Bendix-equipped car was put in service.

Today finds the Bendix Brake Company with a volume of business for 1927 totalling many, many millions of dollars.

In that amazing record of achievement lies all the indorsement we ask for Bendix advertising.

As advertising counsel, we are proud of Bendix advertising; and proud to be associated with this great concern.

### Williams & Cunnyngham

Whose business is the study and execution of good advertising

Chicago Philadelphia



Cincinnati Rockford

#### Hartford Advertising Club Hears Marketing Plan for New Product

Agency Chosen to Handle Advertising for Imaginary Product Presents Complete Sales Plan at Luncheon Meeting

HOW is a new product marketed? What steps are taken to measure demand? How should the product be sold—by mail, by salesmen or through dealers? What kind of advertising will best promote sales?

These and similar questions are constantly heard at advertising club meetings and in advertising classes wherever the practice of advertising is taught or discussed.

Some months ago, the officers of the Hartford Advertising Club decided that one of the most valuable educational things the club could do for its members would be to select an imaginary product, form a company, sell stock, organize for manufacturing and selling, prepare an advertising campaign and do everything but actually go into business.

The proposal met with the enthusiastic endorsement of club members. Everybody in the club came forward with whole-hearted co-operation. Plans made and acted upon were as nearly as possible the plans which would actually be followed in forming a real company. First, a suitable product was sought. Out of the suggestions one was chosen which seemed best to meet the requirements for something new, novel, of general consumption and of medium price. It was a holder for two drinking glasses which could be attached to the corner of a card table. such holders attached to diagonally opposite corners of a table would provide for holding four drinking With an article of this description, glasses no longer need be placed on card tables, where they are in the way and sometimes leave circles of moisture which injure the surface of the table and stain cards.

Second, a company was formed and stock in it was offered for sale to club members.

An article of the kind described

had already been invented and patented, though it was not being manufactured. The patentee was a Hartford man, who consented to let the club use his product in connection with its marketing plan. This greatly simplified the work of patent investigation and the selection of a suitable trade name. "Tray B-N" was the name chosen for the product.

Everything accomplished up to this point was merely preliminary to the real purpose of the educational program, namely, showing the members of the club, and particularly the younger members, how a new product is put on the market with the help of advertising.

After the product was decided upon, the validity of the patents approved, a name chosen, the company formed and a working organization drafted, the next step undertaken was the consideration of a sales plan and the use of advertising.

At this point, letters were sent to eight large New York advertising agencies, in which the club's educational project was described and an invitation issued to take a part in the further development of the plan. Each agency was invited to say, by letter, wherein it believed it was qualified to render service and to specify the sort of service it could and would render; the understanding being that the agency's part in the sales and advertising campaign, when the particular agency was selected, would be gratuitous. A special point made in the letter to the agencies was that the transaction should be handled in accordance with the agency's customary method of business procedure, exactly as if the "Tray B-N" account was an actual account and not imaginary.

Seven agencies responded. Each submitted definite and business-like propositions. Of the proposition submitted, that of The Erickson ats

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# The Farm Journal

Announces the Appointment of

### E. H. B. WATSON

Formerly Advertising Manager People's Home Journal

as

### Eastern Advertising Manager

With Offices

Park-Lexington Building New York, N. Y.



Wilmer Atkinson Company P. E. WARD, President

# Appeal to the LEADERSHIP-

### —of each business or profession you serve!

¶ Vacation is over!

¶ Back to the full day's work!

¶ Business and professional men everywhere are resuming their work and planning the job ahead.

¶ At this very moment the leaders and managers of every line of business—catering to every industrial, commercial and professional group—are planning their ADVERTISING AND SALES ACTIVITIES.

¶ Now—at this moment—more than at any other time of the year sud men are consulting the A.B.P. publication serving their own field for guidance, practical information and helpful suggestions.

¶ Now—particularly at this season—both editorial and advertising pages of A. B. P. papers are filled with helpful material of every sort-in recognition of the need of the moment.

¶ Shrewd advertisers will be at the center of this timely interest in each field with copy and space intelligently and appropriately planned for use in the A.B.P. PUBLICATIONS LISTED IN FULL ON THE OPPOSITE PAGE!



The A. B. P. is a non-profit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and professions are placed first—a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable products. Ami Ami Ami Ami Ami Ami Ami Arc Arc Aut

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FARM IMPLEMENT NEWS

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#### Every A.B.P. Paper is a Leader -and appeals to the leadership in its field

ADVERTISING AND SELLING AMERICAN ARCHITECT (THE) AMERICAN FUNERAL DIRECTOR AMERICAN GARAGE AND AUTO DEALER AMERICAN MACHINET
AMERICAN MOTORCYCLIST AMERICAN MOTORCYCLIST AMERICAN PAINT JOURNAL
AMERICAN PAINT AND OIL DEALER
AMERICAN PAINTER AND DECORATOR
AMERICAN PRINTER (THE)
AMERICAN SCHOOL BOARD JOURNAL ARCHITECTURAL FORUM
ARCHITECTURAL RECORD (THE) AUTOMOBILE TRADE JOURNAL AUTOMOTIVE INDUSTRIES AUTOMOTIVE INDUSTRIES
BAREES' REVIEW
BAREES WERKLY
BOILE MAKER (THE)
BOOT AND SHOE RECORDER
BRICK AND CLAY RECORD
BRILDING AGE AND NATIONAL BUILDER
BRILDING MATERIALS
BRILDING SUPPLY NEWS
BRILDING SUPPLY NEWS
BRILDING SUPPLY NEWS
BRILDING SUPPLY NEWS BUILDINGS AND BUILDING MANAGEMENT Bus TRANSPORTATION CANADIAN AUTOMOTIVE TRADE WEAR CHADIAN MACHINERY AND MFG. NEWS CANADIAN RAILWAY AND MARINE WORLD CERAMIC INDUSTRY CHEMICAL AND METALLURGICAL ENGINEERING CLASS AND INDUSTRIAL MARKETING COAL AGE CONCRETE CONTRACT RECORD AND ENGINEERING REVIEW Daily METAL TRADE DRY GOODS ECONOMIST
DRY GOODS MERCHANTS' TRADE JOURNAL Day Goods REPORTER DRYGOODSMAN & SOUTHWEST MERCHANT-ECONOMIST DRY GOODS REVIEW EDITOR AND PUBLISHER EDITOR AND PUBLISHER ELECTRIC RAILWAY JOURNAL ELECTRICAL MERCHANDISING ELECTRICAL RECORD ELECTRICAL WOST ELECTRICAL WORLD EMBALMERS' MONTHLY (THE) ENGINEERING AND MINING JOURNAL ENGINEERING NEWS-RECORD FACTORY

GAS AGE-RECORD GIFT AND ART SHOP (THE)
GOOD FURNITURE MAGAZINE HARDWARE AGE
HARDWARE AND METAL
HEATING AND VENTILATING MAGAZINE HIDE AND LEATHER HOSPITAL MANAGEMENT HOSPITAL MANAGEMENT HOTEL MANAGEMENT HOTEL MONTHLY (THE) HOUSE FURNISHING REVIEW ICE CREAM TRADE JOURNAL (THE) IMPLEMENT AND HARDWARE TRADE JOURNAL INDUSTRIAL ARTS MAGAZINE (THE)
INDUSTRIAL ENGINEER
INDUSTRIAL MANAGEMENT INLAND PRINTER (THE) IRON AGE IBON TRADE REVIEW JOBBER'S SALESMAN MANUFACTURERS RECORD MANUFACTURING INDUSTRIES MARINE ENGINEERING AND SHIPPING AGE MARINE REVIEW
METAL INDUSTRY (THE)
MILL SUPPLIES
MODERN HOSPITAL (THE)
MOTOR AGE
MOTOR TADE
MOTOR TADE
MOTOR WORLD WHOLESALE
NATIONAL CREATER
MOTOR WORLD WHOLESALE
MOTOR WHOLESALE NATIONAL CLEANER AND DYER NATIONAL HOTEL REVIEW NATIONAL LAUNDRY JOURNAL NATIONAL MILLER
NATIONAL PETROLEUM NEWS
NATIONAL PROVISIONER (THE)
NATIONAL REAL ESTATE JOURNAL
NATIONAL UNDERWRITER (THE) POWER POWER BOATING
POWER HOUSE
POWER PLANT ENGINEERING
PRINTERS' INK PURCHASING AGENT (THE) RAILWAY AGE
RAILWAY ELECTRICAL ENGINEER
RAILWAY ENGINEERING AND MAINTENANCE RAILWAY MECHANICAL ENGINEER RAILWAY SIGNALING RESTAURANT NEWS AND MANAGEMENT ROCK PRODUCTS SALES MANAGEMENT SANITARY AND HEATING ENGINEERING SHEARS (THE) SHOE AND LEATHER REPORTER SHOE RETAILER (THE) SOUTHERN POWER JOURNAL SOUTHERN TEXTILE BULLETIN
TEA AND COFFEE TRADE JOURNAL (THE) TEXTILE WORLD WATER WORKS ENGINEERING

THE ASSOCIATED BUSINESS PAPERS, INC. 52 Vanderbilt Avenue, New York

WELDING ENGINEER (THE)

WOOD-WORKER (THE)

Company was voted most satisfactory. The company was thereupon retained to handle the account. The expense of an investigation was (fictitiously) authorized and the company was asked to appear before the club at its luncheon meeting on September 13 and present its recommendations.

Justin R. Weddell, representing the agency, went to Hartford on the date mentioned. His company, he told the members of the Hartford Advertising Club, had taken the club's invitation seriously and in drafting its recommendations had applied to "Tray B-N" the methods which it employs regularly where the problem is to launch a business with a new product; and his plan would therefore be exactly the same in its scope as if the "Tray B-N" business were authentic. The plan, as he presented it, comprehended a financial set-up, a study of the product, manufacturing costs, the organization, overhead costs, an expense budget, volume quota, advertising copy appeal and other essentials for initiating the business and conducting it for a period of fifteen months.

#### FIFTY COPIES DISTRIBUTED

Mr. Weddell took with him fifty copies of the complete plan, which were distributed among the officers, board of directors and principal stockholders of the imaginary company. Accompanying the report was a halftone reproduction of the product attached to a card table, showing two glasses containing a beverage, and demonstrating the use of the article most effectively.

The "Plan for Tray B-N" was divided into four sections, (1) the preliminary investigation, (2) an outline of the seven governing conditions applying to the situation, (3) the outstanding facts revealed by the investigation and (4) the plan and recommendations.

Under the first section is an interesting description of modern agency methods of gathering data in the field. The "note-book" method of sending out investigators to interview the management of a company, the salesmen, the trade and the public, and to bring in whatever information is important in the investigator's opinion is contrasted with the more scientific method of determining in advance of the investigation the kind of data needed on the basis of preliminary analysis, and, just as important, the kind of data which is of no practical value and which should be eliminated. Careful preparation of this kind, the report shows, frequently reveals the fact that the investigation should not run into broad general lines, but should be limited to particular phases or to special problems.

"To keep people from telling you what they should do," Mr. Weddell said, "rather than what they really do, requires special methods (of investigating) which we refer to as 'control.' Lack of this control makes investigations most misleading in some cases. For instance, ask any man why he bought a certain expensive make of automobile and he will tell you it was because his large family needed such a car, or that it is cheaper in the end, or that a rough-riding car makes him neryous. But he will never admit that he bought it for social pride or social emulation. Send a questionnaire out to women and ask them how they secured the glasses they are wearing, whether they first consulted an oculist or simply went into an optician's shop and got a free examination. They will generally reply that they got a prescription from an oculist, because they know that they should have gone to an oculist. They think possibly you should have asked what is the best thing to do, not what was done. After answering one question in this manner they are, of course, incapable of telling their views and experiences on related subjects, because they are on record.'

The seven governing conditions applying to the advertising agency and the management of the new company are referred to in the second portion of the report. They are (1) a paid-in capital of \$50,000: (2) the company makes other goods, therefore no investment is needed for factory equipment; (3)

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the new product will carry only its share of overhead expense; (4) the product will be improved or modified in accordance with demand or as found desirable; (5) the cost of manufacture is based on straight-line production; (6) the name, "Tray B-N," is duly registered as a trade-mark and is not open to question; and (7) defensible patents are held on the product.

Under section three—outstanding facts revealed by the investigation -a most significant statement prefaced the enumeration of facts, namely, "The management (of the new company) must, of course, be competent, and the policies which are clearly indicated by the investigation must, to succeed, be pursued aggressively. Business cannot be made successful by charts and plans. Men with purposes and energy today, as ever, are more important than inventions, machinery, cash-on-hand, or even sound pol-

The facts revealed by the investigation are: There is a real need for the article; a definite number of people are ready and willing to buy the article; there are obstacles to be overcome in getting good distribution; the trade is skeptical as to turnover; "Tray B-N" should be exploited as a specialty to the wholesaler and retailer; being unknown, dealer demand will have to be created by means of advertising; the estimate of expenses against income is arrived at by starting at the marketing end with what the public will pay, and the profits distributors require, and working back to production and material costs.

The fourth and concluding section of the report is the "Plan for Merchandising and Advertising." The recommendations are very definite. Sales are to be made direct to the large retail trade in the principal cities east of Kansas City and north of Richmond, Va. Two mailings are to be issued to the smaller retail trade describing special offers. Consumer advertising will be five and six-inch single-column advertisements during fall, winter and spring. A budget of

\$30,000 a year is suggested. Advertisements will offer a pair of "Tray B-N's" for \$5, postage prepaid, if the reader cannot procure it at the dealer's. Detailed schedules of prices and discounts are appended. Estimates for the first three months' expenses are given as well as estimates of gross income. An estimate on a full year's business follows this. Detailed tables cover every phase of the manufacturing and selling operations, including the advertising.

Action on the plan as presented will be taken at the next weekly meeting of the Hartford Advertising Club.

One of the most valuable features of the educational experiment here described is the opportunity it has given club members to observe the organization and operation of a modern advertising agency. The idea is worthy of consideration by other clubs.

#### New Post Office Order Aids Correction of Lists

A postal regulation amendment has been issued by the Post Office Department which will be of particular help to users of third and fourth-class mail, in the correction of their mailing lists. The sender of ordinary mail in these classes will now be notified in cases where the mailed matter is forwarded to the addressee at a new address, if it is indicated on the matter itself that such information is desired. There will be a postage charge of two cents, collected upon delivery, for the card tellure the send delivery, there are delivered to the card tellure the send delivery, for the card tellure the send delivery, for the card tellure the send delivery, there are delivered to the send delivery.

such information is desired. There will be a postage charge of two cents, collected upon delivery, for the card telling the sender about changes of address. The following request should be printed in the lower, left portion of the address side of the matter, when this notification is wanted: "Postmaster—If forwarded to a new address notify sender on Form 5547. Postage for notice guaranteed."

#### Campaign to Introduce Cooking Wines

Wines
The Italian Vineyard Company, operator of one of the largest vineyards in the world, near Los Angeles, will shortly start advertising a line of cooking wines and a wine tonic which will be sold through grocery stores. Newspapers in the large cities west of the Rocky Mountains and Western business papers will be used in a campaign starting October 1. Next year distribution and advertising will be planned on a national scale.

tional scale.

The Los Angeles office of the Honig-Cooper Company, Inc., advertising agency, will direct this advertising.

#### INDUSTRIAL REAL

### Have you changed your product lately?

We are in the same boat today that most automobile manufacturers are in once a year and that the railways were in a few years ago on transportation service.

Something has got to be done to bring our whole line of products into step with the changing needs of our customers.

If this is altruism, then we've got to get the altruistic viewpoint.

> (Extract from a personal letter of an industrial sales manager to his president.)

### McGRAW-HIL

New York

Chicago Cleveland

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#### MARKETING PROBLEMS

No 8. of a series of advertisements tising profession make more effective use of Industrial Advertising.

Selling in terms of the prospect's needs is the keynote of the philosophy of industrial selling formulated in the McGraw-Hill book, "Industrial Marketing at Work."

No amount of scientific selling will move the product that does not fit in industry's moving scheme of things.

This principle also applies to Industrial Publishing. A stereotyped publication is no more serviceable to industry than an obsolete machine. McGraw-Hill editors travel 700,000 miles a year to keep posted on the changing needs of their respective industries. One McGraw-Hill editor has just completed a 11,000-mile journey through industrial Europe to keep subscribers to McGraw-Hill Publications informed on economic trends which may affect American production and design.

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#### Does History Belong in the Sales Manual?

The Practices of Many Manufacturers Issuing Sales Manuals Indicate
That It Does

#### By C. B. Larrabee

TAKE a cat into a strange house. Then watch the cat.

A salesman coming into a sales force is entering a new organization about which he knows almost nothing. He is a cat in a strange house. Until he has made himself at home, his mind will be occupied with the process of orientation; and the longer this process lasts, the longer he will be a non-productive, or at best a partially productive, salesman. Therefore, it is up to the sales executive to do all in his power to help the salesman become acclimated.

Of course, a great deal of his work has to be personal. In the large organization, the salesman's district manager or one of his fellow salesmen will be the most helpful. In the smaller organization, some of the work will fall on the sales manager's shoulders. However, despite the importance of this personal work, the sales manual can and ought to be of great assistance in making the new salesman feel at home.

To the insiders of any organization the history of the company is so well known that frequently it does not seem to be particularly important. Yet, any worker, be he salesman or a clerk in the office, who does not know something about the history of the company really has not all the information he should have to help him with his job. Even though the salesman may never tell the prospect that the company was founded in 1851 by George Smith, the information is helpful in giving him a background for his work.

Every company has a number of policies which have come into being because of certain conditions of historical importance. Some of these policies, without the background of the company's history,

may not seem too logical. In addition to this, there are other policies that may have no historical importance but which must be known to each salesman. These most certainly belong in the salesmanual. The salesman may have them told to him but he should have them in printed form, somewhere where they will be at his disposal at all times.

In the larger organizations, particularly, the salesman feels himself a very small part in a very large machine. The president of the company is merely a name, a name without any personality behind it. Although the organization may seem to him to be a vast maze, a few simple words of explanation will show him that it is as carefully planned as the organization of an army.

Obviously, then, there are a number of things the salesman should know about a company's history, its officers and its organization. He can be told these things and some of them will stick in his mind. However, if they are written down and printed in a book which he carries with him as he carries the sales manual, these facts should become part of his common stock of knowledge.

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Recently, I looked over a number of representative sales manuals and was interested particularly in the methods used by manufacturers to give salesmen an insight into the history and organization of the company. The methods of doing this vary, naturally, but the results are always the same; that is, the salesman is given, quickly and briefly, a good outline history of the company and also some insight into its organization.

Merrell-Soule Company: This manual opens with a history of the company, signed by Frank P. Soule, president. The

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history starts out with the founding of the company in 1868 and points out a number of interesting facts, such as that the company was the second packer of corn in New York State. The article goes on to explain that for a number of years the company was interested largely in packing corn and vegetables, and that one of the founders of the company, as early as 1873, invented a new process for canning corn.

The history then introduces the story of None-Such Mincemeat, which was started in 1885. Thus, the salesman is carried gradually through the history of the company up to the present date. The article is skilfully written in that it shows the expansion of the company to its present size in such a way that the salesman will be greatly impressed with the size of the company, as well as with the

The following words, taken from the closing paragraph of the history, are significant in showing how a company's history can be turned to good use in talking to the salesman;

This gives a general history of the business which all of us are striving to build up to take its place among the great American industries. Commencing in a very small way, its growth has always shown a healthy, upward trend. It is a business with the highest ideals for fair treatment to all, and a reputation second to none in its field. Upon you, as its representative, coming in to daily contact with the trade, it places the responsibility of carrying on the ideals and guarding its long-cherished reputation. As you go about your daily work, you should always remember that the man to whom you are talking is not thinking of you as an individual, but that to him you are Merrell-Soule Company.

The next section of the book deals with the history of powdered milk. It tells about its invention and shows how the Merrell-Soule Company developed the process for making Klim.

The next section deals with a very careful description of the manufacture of powdered milk, giving the information in a way that will make the salesman understand its importance.

With this material as introductory matter, the company is now ready to step forward with a discussion of policies, sales arguments, and so forth.

The White Company:

The White Company, maker of the White motor truck, has a remarkably complete sales manual which gives the salesman an excellent introduction to the company. In the second section, which is "White Organization," there is a page devoted to the officials of the White Company. This lists the home office officials and their positions on one page, and on the second page starts a district and branch office directory which will be of interest to the The salesman who has salesman. this in his possession very soon becomes familiar, in a general way, with the names of the leading officers of the company, and with the names of the officers and the locations of the offices in his particular branch and of neighboring branches.

Next comes the history of the White Company. This starts out by telling how, in 1863, Thomas H. White started the manufacture of a hand-propelled sewing machine in Massachusetts. It relates how later he removed to Cleveland and there organized the White Manufacturing Company, which at first had an output of as many as twenty-five sewing machines a month. Gradually the salesman is led through the story of the company, learning how the sewing machine business expanded, how the began to manufacture company bicycles, how it entered the transportation field with a steam automobile, how one of the first five vehicles manufactured was a truck, how the company later began manufacturing White gasoline cars, the part that the company played during the war, the various reorganizations through which the company has come to improve its organization, and some general information about the record of White trucks. This section closes with the following paragraph:

"With this background of history, with the conservative policies shown by the men responsible for building the White Company's future, there can be no doubt of



## 3,321 Paid Advertisements

(Aug. 1926 to Aug. 1927)



# "Classified" Volume Unmatched By All Others Combined

THERE is no more convincing evidence of Textile World's leadership of its field than its "classified" columns. Here is revealed unmistakably the preference of textile men, for Textile World actually carries more paid advertising than all the rest of its competing papers combined.

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a determining factor in scores of campaigns. Scan the pages of Textile World's Clearing House in any issue. The story is there.

A comparison of Textile World's circulation with the units of the great industry it serves reveals practically complete coverage. There is no sectional demarcation. All branches of the industry are reached.

Out of the flux of changing conditions in the textile industry, there is emerging a new spirit of progressiveness. Age old traditions are in the discard—there seldom has been a time when mill men have been more willing to *listen* to ways and means for improvement. What have you?

# Textile World

Largest net paid circulation and at the highest subscription price in the textile field

334 FOURTH AVE., NEW YORK

Member Audit Bureau of Circulations



Member Associated Business Papers, Inc. its stability, its dominating leadership and the continuance of its conspicuous success in the industry."

The manual then plunges into specifications and the other material which the salesman must have

in his manual.

The Charles E. Hires Company: Chapter I of the Hires sales manual is entitled "Our Company," and Section A of this chapter is

history.

This history sketches the company from its foundation in December, 1869, to the present day. It shows how Charles E. Hires, after serving an apprenticeship and clerkship in a retail drug store for six years, opened his own store in Philadelphia. It tells the fami-liar story of his discovery of the root beer which is sold under his name today. The history is not lengthy but it gives the kind of information which the salesman should have and which will interest One paragraph tells about the company's advertising, which started in 1877 with a five-line, single-column advertisement in a Philadelphia newspaper. This advertising has increased each year until from a sale of 115,200 glasses of root beer in the first year of the business, the company's sales have run to many million glasses

Section B of this chapter deals with the company's ideals. Section C deals with subsidiary companies, giving the salesman a general idea of the various organizations which are tied up with the parent company. This whole section takes up only five pages and is admirable for its brief, interesting outline of the company's his-

tory and organization.
The Stewart-Warner Speedome-

ter Corp .:

In this company's manual there is an interesting illustrated history of the company. The company started in 1900 in a little one-room factory in Chicago under the name of the Stewart & Clark Manufacturing Company. On the first page are shown pictures of the original factory, the plant as it appeared in 1908 and the plant as it appeared in 1912. The history of

the company really started back in the early '90's, when John K. Stewart invented and began the manufacture of a mechanical shearer or clipping device for shearing sheep or clipping horses. The basic principle of this clipper was the flexible shaft, a chainlike device with an enclosing sheet.

The first automobile accessory made by the company was a horn, Later, the company, began the manufacture of speedometers, using the basic principle of the flexible shaft as the connecting link between the wheel and the recording device on the gauge. The history then carries the company down on to the present day. There are some interesting pictures shown in connection with the history. There is one picture taken of a catalog page of ten or fifteen years ago, showing the early speedometers and their use on cars which are now so obsolete as to look archaic. Another picture is of the present plant which has a floor space of more than twenty-one acres and employs more than 3,700 people.

One of the interesting points brought out in the history is that the idea that the company got in on the ground floor and just couldn't help but make a success of the business is erroneous. It shows that when the company made its appearance the market was already controlled by speed-recording instruments of other makes, but that the Stewart company was successful in fighting

its way to success.

The closing paragraph of the history deals with the story of the company's advertising. This shows that from the beginning the company believed in advertising and that at the present time it sends out more than 100,000,000 selling messages annually.

The other histories referred to so far in the article did not contain photographs but, after one has seen the interesting photographs used in the Stewart manual, it becomes apparent that such pictures have a value far above the cost of the engraving. A salesman comparing a picture of the first plant with the present plant, gets im-

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It is ten in sonal mediately an idea of the growth of the company and is bound to have a new pride in an organization which has been so successful. He also gains confidence in the stability of the organization, which is one of the chief benefits a salesman derives from the company's

L. C. Smith & Corona Type-

writers, Inc.: The L. C. Smith manual starts out with a short history of the typewriter. This begins with the origin of the typewriter and then leads to the connection of the Smith brothers with the typewriter business, which dates back to 1888. The history is quite brief but it sketches the various evolutions through which the company has gone.

As a matter of fact, the value of most of these histories is in their brevity. There is no particular point in giving a salesman a lengthy history of the company, because a multiplicity of facts will confuse, rather than help him. He should know where the company was founded, by whom it was founded, and the various steps in

its growth.

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The Baker-Vawter Combany: This company issues a large loose-leaf manual which contains a great deal of information that it is necessary for the company's salesman to have. The first section of this manual deals with the history of the company. One interesting feature of this history is that much of the information concerning the early days of the company is given in the words of William A. Vawter, who founded This has an intithe company. mate, personal touch which makes it as valuable as it is informal. A paragraph quoted at random gives some idea of the style:

"In the morning when I went to business I had one of the girls in the bindery take a regular folder, end by end, fold up about a hundred sheets of paper on the plan that I had thought out. When I put these into a binder, I found it produced results."

It is obvious that a history written in such an informal and personal style will naturally be read by the salesmen with interest. The growth of the company is told in outline form. There is a heading called "Plant Expan-sion," which shows how the various plants have grown and when they were started. Another paragraph outlines the financial growth from the incorporation in 1888 at \$10,000, to a reorganization in 1920 for \$2,000,000. Another paragraph deals with the companies absorbed by the original company. there is a section which tells how the line has been developed, showing when each item in the line came into being. Further sections deal with the various organizations which are inside of the company, with safety, sanitation and hygiene, and with the employeestockholder policy of the company.

George E. Keith Company: This company, which manufactures Walk-Over shoes, issues a sales manual that starts with a history of the business. This history points out that the company was really founded in 1758, when great-great-grandfather of Harold C. Keith was making shoes and tanning leather. The early history of the company is a history of the family, which has always been so closely identified

with the business.

The history then traces the business down through its many developments up to the present date. From history, the opening section gradually steps into policy, relat-ing certain of the basic policies upon which the company is built. The article tells about certain veteran employees who have been with the company for a great many years and then tells about the company's foreign business. important because the salesman at once gets the idea that the company is not just a local proposi-tion, but has branches all over the world. There is a valuable sec-tion which, in outline form, tells "Walk-Over Facts Worth Know-ing." These facts include such information as: established July 1, 1874; sales, 1874, first year, \$20,000; for the last five years, average annual output \$25,000,000; capacity 20,000 pairs daily-10,000 pairs each, men's and women's;

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# The Company You Keep

The company you keep either detracts from or adds to a value of your own advertising.

We are showing on these pages a list of those who has used space in the Dry Goods Merchants Trade Journal sof this year. We are rather proud of it. You will find near all the leaders here.

Could anyone selling the department, general and goods store trade find themselves in better or more successful company?

The list is steadily growing bigger, too.

If you sell our field, we have some information which might enable your advertising dollar to do a better job than it has ever done.

## DRY GOODS MERCHANTS TRADE JOURNAL

Member of A. B. C. and A. B. P., Inc.

Des Moines

New York 183 Madison Ave. Chicago 5 S. Wabash Ave.

#### READY-TO-WEAR

READY-TO-WEAR
Henry A. Dix & Sons
Goldman Costume Co.
Graceline Stout Dress Co.
Gross, L. N. Co.
Gross, L. N. Co.
Gross, L. N. Co.
Haif Size Dress Co.
Haif Size Dress Co.
Haif Company
Landesman Hirschheimer Co.
Krieger Co., Edward
Perimutter Mittelman Co.
Krieger Co., Edward
Re B. Mfg. Co.
R. B. Mfg. Co.
H. M. Mfg. Co.
Hebulman & Hauptman
Waterloo Garment

ARTIFICIAL FLOWERS

Plaut, Herman Zucker & Josephy

#### MILLINERY

Evans, Madge, Hats Freydberg, G. H. & E. Tarnower Brothers New York Manufacturing Co.

#### WORK GLOVES

National Glove Co. U. S. Glove Co. Wolverine Shoe & Tanning Corp.

#### PAPER PRODUCTS

American Lace Paper Co.
Batter Lane Paper Corp.
Continental Paper & Bag Mills
(Wrapping Paper)
Continental Paper & Bag Mills
(Tollet Paper)
Montag Brothers
(Writing Paper)

#### KNIT UNDERWE

Allen-A Co.
Augusta Knitting Co.
Brown-Durrell Co.
Hanes Knitting Co., F. Knit Underwear Indom
Roxford Knitting Co.
Utlea Knitting Co.

SANITARY NAPO De Long Hook and Ell Field & Co., Marshall Nufashond Co. Kotex Company

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ann Rayon Products Corp.

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at Sons, M. C. D.

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a Silks Corp.
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af Textile Products Corp.
s Young, Inc.
r Print Works

GARTERS

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Mfg. Co.
esg Steam Cotton Co.
Mills
ill Mfg. Co. ED-SPREADS

oggin Mills Ifg. Co. Co., Marshall e Jenckes Co. Mig. Co. TOWELS Millie, Inc.

ORK CLOTHES Il Overall Co.

t Overall Co. I. Shirt Factories L. & Sons RAL CATALOGUE

Co., Marshall RE EQUIPMENT n Electric Mfg. Co. Baldwin Co. apids Store Equipment

Co. graph Co Fixture Co. Cash Register Co. tken Co. erg Sons, J. R., e Co. Computing Measure HOSIERY

Allen-A Company
Amory Browne & Co.
Brown-Durrell Co.
Brown-Durrell Co.
Carron, Pirite, Sect & Co.
Chattanooga Knitting Mills
Field & Co.
Marshall
Civen, John M. Co.
Gotham Silk Hosiery Co.
Harrington & Waring
Ipswich Mills
Rayser, Julius & Co.
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CORSETS & BRASSIERES CORSETS & BRASSIERE
Batcheller, George C. & Co.
Benjamin & Johnes
Blair Correct Co.
De Bevoise, Chas. R. Co.
Gessard, H. W. Co.
Gessard, H. W. Co.
Kojs Brothers, Inc.
Model Brasstere Co.
Newman & Sons, Inc. I.
Royal Worcester Corset Co.
Rubber Reducing Corset Co.
Rubber Reducing Corset Co.
Scott, Chas. H. Co.
Warner Brothers Mig. Co.
Warner Brothers

KNITTED OUTERWEAR Bradley Knitting Co.
Eagle Knitting Co.
Green, Hass, Schwarts Co.
Jerstid Knitting Co.
Reliable Knitting Works
Wys, Tom, Inc.

LADIES GLOVES Associated Glove Crafts Max Mayer Ireland Brothers Van Raalte

ART NEEDLE WORK Molter Co., Wm. H. Molter Reinhard Co. Snow, Virginia, Studios Verran, H. E. Co.

LADIES UNDERWEAR Kayser & Co., Julius Van Raalte Winship Boit & Co.

ATHLETIC UNDERWEAR Field & Co., Marshall Topkis Brothers Co. Troy Underwear Co.

SHOES Endleott Johnson Co. Goodrich, B. F., Rubber Co. Swan Shoe Co.

MEN'S SHIRTS & COLLARS Hall Hartwell Co. Lustberg, Nast & Co. Marvin, E. W. Co. Rauh & Mack Shirt Co. WASH CLOTHS

Electric Knitting Co. Putman Knitting Co. SHADES

Columbia Mills, Inc. Du Pont de Nemours, E. I. & Co. Stewart Hartshorn Co.

YARNS Collingbourne Mills Field & Co., Marshall BEANKETS

Amory Browne & Co. Esmond Mills Chatham Mig. Co. Libbey Co., W. 8.

FLOOR COVERINGS Bird & Son, Inc. Congoleum-Nairn, Inc. Sloane Mfg. Co., W. & J. Valway Milis

TOILETRIES

Maybelline Co. 8mith, Alfred H. Tetlow Co., Henry Vivaudou, V., Inc.

INFANTS & CHILDREN

Ambassador Cap Co. E. Z. Waist Co. Gotham Novelty Co. Minneapolis Knitting Works Novelty Knitting Co. Nasareth Waist Co. Rubens & Marble, Inc. Sackman Brothers Taylor, Thos. P. Co.

#### NOTIONS

NOTIONS
Barton's Blas Co.
Blinney & Smith Co.
Corticell Blik Co.
Corticell Blik Co.
Everlastik, Inc.
Fleid & Co., Marwhall
Friedberger-Aaron Mig. Co.
Gibbs Mig. Co.
Gibbs Mig. Co.
Gibbs Mig. Co.
Flayes Donohus Mig. Co.
Kelnert Rubber Co., I. B.
Kurley Kew, Inc.
National Trading Pin Division
Putnam Hooker Co.
Putnam Hooker Co.
Schnefel Brothers
Smith & Sons Corp.
Sta-Rite Balrpin Co.
Warren Featherbone
West Electric Hair Curler Corp.
Wright & Sons, Wm. E.

MISCELLANEOUS
Acme Staple Co.
American Telephone & TeleStaple Co.
Butterick Pub. Co.
Chicago Mdse. Fair
Douglas & Green
Excelsor Quiltang Co.
Hamilton, Alexander, Institute
Hoover Company
Excelsor Company
Excelsor Guntary
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Manufacturers
Kelly. T. K., Sales System
Koester School
Lebovits & Sons. S.
Malsh Hedding Co.
Malsh Hedding Co.
National Joint Committee on
Prison Labor
New York Merchandise Fair
North American Lace Co.
Faintex Products Corp.
Fenney, J. C. Co.
Retailers Frod Plans Co.
Estallers Trod Plans Co.
Estallers Trod Plans Co.
St. Louis Chamber of Commerce
Stanton Bros.
Star Garment Hanger
Bonny Blouse Co.
Buperior Hat Co.
Vestern Reserve Rubber Co.
World Novelic Co. MISCELLANEOUS



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full to gi and More sales mit, other interesting information such as the number of employees, weekly pay-roll, floor space, and so forth. The history closes with the story of how the Walk-Over name originated.

It would be possible to quote from a great many other sales manuals but those already outlined show pretty well how the question of history is handled.

Manufacturers who conduct direct-selling organizations face a slightly different problem in relating the history of the company. Theirs is a different type of sales force and a little different type of salesman. For the benefit of manufacturers who are interested in this type of selling, it might be well to illustrate the method used by the Fuller Brush Corner.

One of the first pages of the Fuller manual shows a picture of Alfred C. Fuller, the president. The history of the company, instead of being called a history, is called, "Mr. Fuller's Story." tells how an eighteen-year-old boy said good-bye to his family and started for Boston. The boy was Alfred C. Fuller. He secured a position as a salesman with a small brush manufacturer in a suburb of Boston. Then is told how he started his own factory and later moved to Hartford, where he rented a small warehouse. An illustration of the first factory is shown in the book. On its facing pages are illustrations of the main factory and office buildings of today, the Canadian factory and the ivory division factory. There follows a chart showing the growth of the company since 1912. The historical section ends with a paragraph telling about the company's national advertising. Here, again, it will be noticed that the company has used pictures liberally.

The idea of giving salesmen a historical background of the company is not to cram their heads full of historical facts, but rather to give them a pride in the growth and stability of the organization. More frequently than a great many sales executives are willing to admit, the words "The growth and

size of our company are evidence of the quality of our products," have a real value in helping the salesman close his sale. However, regardless of the actual sales value of a salesman's knowledge of a company's history, there is the morale value. A salesman who has read the history of his company is no longer a strange cat in a strange house. At least, he knows how the company came into being and what it has done since its inception.

The average sales manual is an almost formidable collection of facts. These facts are anything but thrilling, most of them being dry data concerning prices, specifications, and so forth. A little outline of history for the salesman will serve to give a background to these facts and will give a life to the sales manual that it might not otherwise have.

## W. H. Butler Joins C. J. Oliphant Agency

W. H. Butler has joined the plan and copy department of the C. J. Oliphant Advertising Agency, Inc., New York. He was formerly with Charles Austin Bates, New York, Previous to that connection he had been with the Robbins Publishing Company, also of that city.

## Radio Account to Albert Frank Agency

The Polymet Manufacturing Company of New York, maker of radio parts, has appointed Albert Frank & Company, to direct its advertising. Radio business papers, consumer magazines, and newspapers in the larger cities will be used.

## Coal Operators Appoint Buchen Agency

The Coal Operators' Association of Illinois, Chicago, has appointed The Buchen Company, Chicago advertising agency, to direct its advertising account. For the time being, Illinois newspapers and direct mail will be used.

#### H. W. Topley Joins Lord Manufacturing Company

Harry W. Topley, Western sales manager of the Spicer Manufacturing Corporation, Plainfield, N. J., has joined the Lord Manufacturing Company, Eric. Pa. He will have charge of sales with offices at Detroit.

# Cashing In On Color

There Are Few Products Which Can't Be Made More Salable Through the Judicious Use of Color

# By Crete M. Cochrun

Educational Director, The Esmond Mills

COLOR is the sex appeal of business—which makes it one of the most important merchandising factors of today.

As an example, on a shopping trip to New York four or five years ago, I stepped into a well-known French shop on Fifth Avenue. Before I realized it, I had bought a more expensive gown than I had ever owned before. On my way back to the hotel, I pondered over why I had been so extravagant. Careful analysis showed that atmosphere more than anything else was responsible. I wondered if it affected other women in the same way. So I decided to interview the proprietor.

to interview the proprietor.

He said: "For many years we used clear electric lamps in the Parisian shop where I was apprenticed. In spite of the beautiful tapestries, silk drapes and oriental rugs, many of our most valuable customers were reluctant to stand before the mirrors.

"One day in the midst of a fitting the lights went out. In the emergency several lighted candles were brought in. Their warm glow softened the lines of madam's face and made the gown seem more becoming. Several days later the fitting and display rooms were equipped with orange colored bulbs.

"I brought the idea with me to America. I feel quite positive that the use of this color is largely responsible for my rapidly growing business. Under these lights pale people take on a healthy color. Those who wear heavy make-up seem less artificial. Strange to say, plain women appear good-looking, and pretty women become beautiful."

This sounded sensible and inexpensive enough to try in almost any line of business. So I passed it on to a friend who was then getting ready to open a tea room. She used the idea. Her success was instantaneous. I feel quite certain that orange colored bulbs contributed to her prosperity.

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contributed to her prosperity. What was radical then has ultra-conservative now. America has gone color wild There is hardly a product which sells to the general consuming public that cannot be sold more extensively with the aid of color. Some years ago Atlas Portland Cement made an effort to persuade architects to use a colored aggregate stucco instead of white, Previously the only variant from the dead white stucco had been the mud color of adobe or the solid color painted stucco to give a resemblance to colors used in Colonial architecture. The new Atlas idea was to use chips of marble and other bright colored stones instead of white pebbles, to mix with the cement.

For the first time stucco was made to seem warm, pleasant and colorful, instead of being dead, glaring, and whitewashy. A drive through any suburb will prove the extent to which colored stucco has been accepted as a building material.

COLORED ROOFS HELP SELL HOUSES

Color for roofing material is further evidence of the use of color in building materials. On a recent trip through the Northwest and Middle West I observed that many of the finest homes in newer sections of the cities had varcolored roofs. Interviews with several contractors proved that color not only makes homes all easier but brings higher prices They can use basic floor plan for groups of houses, thus saving expense in planning and building and through the use of color a vary the final appearance of the unit, so that each one has individ-This is especially notice

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B. A. I. S. 1922 with N. W. Aver & Son

# How Ten Ayer Clients are "Keeping Everlastingly At It"

February 1922 was the birthday of the first Ahrens publication. That date also marks the beginning of our work for and with N. W. Ayer,

Our first advertising contract came from this Agency. The International Silver Co. advertising started in the first issue of HOTEL MANAGEMENT and has been "keeping everlastingly at it" since. The same applies to Cannon Mills and Rosemary Mfg. Co.—other Ayer accounts placed with us during the first year of our first publication.

We have not merely "been at it since" 1922 with N. W. Ayer & Son. Every year there has been an increase in the number of Ayer clients in Ahrens Publications. This year there are ten.

The placing of the first contract required faith on the part of the Agent and the advertiser faith in our plans, policies, ability and future.

But the continuation of the original advertisers and the steady addition of others from the same Agency required infinitely more. The original faith had to be justified and supported by results. We believe the record speaks for itself.

#### HOTEL MANAGEMENT

the business magazine of the hotel industry

# INSTITUTIONAL MERCHANDISING

the magazine for jobbers' salesmen



The Ahrens Publishing Company, Inc., is a member of the Associated Business Papers, the Audit Bureau of Circulations and the National Publishers Association.



#### RESTAURANT MANAGEMENT

the business magazine for

# AHRENS PUBLISHING COMPANY, Inc.

Main Office, New York 342 Madison Avenue Western Office, Chicago 326 West Madison St.

ROSEMARY

Braco UNEMIED TABLE TOPS

VITA GLASSING MATERIES

SYRACUSE CHINA

FLASHLIGHTS

SWITZER-PAND CHEESE

SWIT

257 Successful

National Advertisers in All Lines

Used the

St. Paul Dispatch and

Pioneer Press

Exclusively

for St. Paul Advertising in

the First 7

Months of 1927

> Second St. Paul Paper, Daily and Sunday Issues — 965,804 Lines.

Total National Advertising First 7 Months of 1927.



St. Paul Dispatch and Pioneer Press. Daily and Sunday Issues — 2,025,766 Lines.

ST. PAUL DISPATCH ST. PAUL PIONEER PRESS

General Advertising Representatives O'Mara and Ormsbee Inc. New York, Chicago, Representatives O'Mara and Ormsbee Inc. Detroit, San Francisco, Se

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able in communities where a great deal of building is being done by

large corporations.

Some weeks ago the manufacturer of a well-known line of furniture told me that he had heen unusually successful in selling department stores on the idea of having a special department for unpainted furniture. He sold them on the idea of displaying it in connection with their paint departments. This has resulted in an enormous increase in the sale of both his furniture and the lacmers and enamels which housewives are using to paint this furniture to harmonize with their general decorative schemes.

The Gibson Hotel in Cincinnati. Ohio, believed that a decrease in husiness might be due to colorless As an experiment the furniture from several rooms was spray-painted with colorful lacouers. The same rooms (which had formerly been painted) were papered, some pictures added. colored hed spreads used with drapes to match, and more colorful carpets layed. The first guests who tried the new rooms were so enthusiastic that it was decided to do over the entire house. Rooms which formerly brought \$3 a day now bring \$3.50-and the guests are glad to pay it.

Americans eat more different kinds of food than any other people in the world. There are more possible color combinations in food than anyone realizes. A well-known cafeteria manager cashes in on this at her salad counter. She claims that people eat as much with their eyes as with their mouths. Her experiments prove that the more colorful a salad can be made, the more successful is its sale. This idea can be adapted to a great many different

food products.

A little over a year ago my husband purchased on the average of two dozen collars a year. Now he does well if he buys half a dozen. The reason is that in common with many other men in the business district he is wearing colored shirts with collars attached.

Nor are men stopping with col-

ored shirts. In a recent full-page advertisement in colors Wilson Brothers tell us:

The latest mandate of masculine attive is the ensemble, sponsored and achieved by Wilson Brothers Style Committee—a harmonious relation of haberdashery in patterns and colors for suits of any shade.

Cleveland and Whitehill, of Newburgh, N. Y., have been makers of separate trousers, especially work trousers, under the trade-name of "Keystone." many years. They recently put on the market a sport set made up of a cap, jacket, trousers, and knickers in harmonizing colors. Ordinarily the jacket is a solid color, the trousers are a lighter shade of the same color, and have a stripe, the knickers may be still a lighter shade and have a check. and the cap may be made of either of the light shades with a check or some pronounced pattern. Thus the application of the composé idea has been building this line from a work trouser line of one item only to a sport line of four items.

In one of our recent investigations (we manufacture blankets) we consulted several thousand women. Over three-fourths of them said they used definite color combinations in furnishing bed rooms. More than half of them had bought blankets to match and many of the others said they planned to do so. Definite style tendencies in color were marked in the kinds of blankets pur-Women no longer buy chased. plain white blankets with colored stripes across the ends. Instead they are buying solid color blankets in pastel tints to harmonize with room decorations. The same is true of bedspreads. In blankets, rose outsells all other colors. The psychological reason is that rose gives the impression of warmth.

The ensemble idea is becoming as popular in decoration as in wearing apparel. As a result orchid and jade green blankets have found more favor during the last year than ever before because of the vogue for these two colors in other furnishings.

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talked report a steady increase in the sale of candies packed in boxes that are especially colorful. They observe this tendency especially during holiday periods. Candy is still purchased as a gift, and as such the purchaser wants to get the greatest possible display for his money.

An exclusive interior decorator on Fifth Avenue features an unusual bed, the ends of which are upholstered in brocaded damask. This, together with sheets of pale pink crepe de chine, forecast that the reign of color in the home has just begun.

For instance, B. Altman & Company, carry it a step farther and introduce in their display windows luncheon tables set with golden yellow damask cloths, green enamel-handled knives and forks, green glasses and salad plates. They report satisfactory sales in these new colorful items.

The vogue for colored glass has become very widespread and has relegated much expensive cut glass to attic regions.

The hours a woman must spend in the kitchen are made more interesting and more cheerful with the aid of color. There are light blue ranges, sea-green refrigerators, green or red enamel cooking utensils, vari-colored floor coverings, green, blue, yellow, or orange kitchen cabinets; blue, red or green towels, and framed colored pictures on the walls.

Uptown in his office the husband uses a green, blue or red desk set; green file cases, with personal typewriter to match, while his stenographer takes his dictation

with a jade fountain pen.

The business and social worlds are rapidly becoming a kaleidoscope of color. It is difficult to find a product that cannot be made more salable by the judicious and artistic use of color in manufacture, packing, advertising, or merchandising.

## W. C. Moore Made General Manager

W. Calver Moore has been appointed general manager of the Keystone Publishing Company, Philadelphia.

## Canadian Duty Placed on Many United States Magazines

Forty-nine magazines, published in the United States, which formerly entered Canada free of any customs duty, with in the future pay a duty of 25 per cent. This ruling was made last week by the Canadian Department of National Resenue. The contents of the periodical named are described as almost cutirely of a fictional nature and now come under the classification of unbound novels. The Canadian Department considers a The Canadian Department considers a

The Canadian Department considers a periodical to be a non-dutiable magazine, when it contains a reasonable amount of "critical, and descriptive articles, news items or articles relative thereto, or to current topics."

# C. H. Giddings with "The Country Gentleman"

C. H. Giddings, recently manager of the Eastern office of the Associated Farm Papers, has joined the Cleveland office of The Curtis Publishing Capany, Philadelphia, where he will represent The Country Gentlemon. He was, at one time, with Critchfield & Company, Chicago advertising agency.

#### Engineering Account for Buchen Agency

The Climax Engineering Company, Clinton, Iowa, manufacturer of internal combustion engines and refrigeration machinery, has appointed The Buches Company, Chicago advertising agency, to direct its advertising account.

# "American Gas Journal" Buys "Gas Industry"

The American Gas Journal, New York, has purchased Gas Industry, Bufful, N. Y. Beginning with the September issue, the magazines will be consolidated, retaining the name of the American Gas Journal.

#### Advanced by "The Christian Science Monitor"

George E. Munro has been made assistant, advertising manager of The Christian Science Monitor, with headquarters at Boston. For the last three years he has been manager of the New York office.

#### Philadelphia Agency Opens New York Office

Charles A. Long, Jr., Inc., Philadelphia advertising agency, has opened a New York office.

#### Death of Norris B. Gregg Norris Bradford Gregg, vice-president Company, New York, Dutch Boy white lead, died at that city last week. He was seventy years old. He became vicepresident in 1916 and had been with the company for twenty years.

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# How Sophisticated Advertisers Use an A. B. C. Report

ORE advertisers are looking below the "upper layer" of an A. B. C. Report than ever before. They are getting more sophisticated. They are realizing that pages 2, 3, and 4 can show bad spots as well as good spots, which are not visible on page 1.

For example, page 2 tells you whether the publisher of a business or professional paper is sticking to his natural field or going outside for circulation to make a big surface showing. The Architectural Forum's statement shows the highest percentage of professional circulation in its field. Also, on page 2, you see the subscription price. Low prices always attract quantity; high prices produce quality—real buying power.

Page 3 shows whether a magazine renews a high percentage of its circulation. The Architectural Forum's statements show an average of nearly 80 per cent. subscription renewals over a period of years. Circulation turnover nullifies advertising effectiveness—constant circulation gives advertising a chance to do its job.

And the last page of the report indicates whether circulation is being "plugged" or whether, as in the case of The Architectural Forum, there is a normal, steady growth, reflecting a natural, unforced response to the quality of the magazine.

Sept. 15, 1927

# A "25-Year Club" for Distributors

It Was Formed by the Disston Company to Promote a Closer Feeling of Friendship between the Factory and Distributors

# By K. L. Zimmerman

Manager, Sales Promotion Department, Henry Disston & Sons, Inc.

EVERY member of the Disston 25-Year Club is a hardware distributor who has sold Disston products for twenty-five years or more.

The Disston business was started in Philadelphia in 1840. One member of the 25-Year Club, Anderson & Ireland, of Baltimore, started to sell Disston products in that same year and has sold them ever since. What the writer believes to be the oldest hardware store in the United States, the Steinman Hardware Company, of Lancaster, Pa., established in 1744, is another member.

Since the beginning of the business, the Disston "hardware line" has been sold through the hardware jobber to the retailer.

Because of this jobber distribution, a sustained contact with those who sell the product to the consumer has been difficult.

We did many of the usual things to establish contact with our retail customers. There was business-paper advertising, direct-mail campaigns, work at retail association meetings, and Disston salesmen who called on the retailer, taking orders for shipment through the jobber.

But these activities developed a contact that was, at best, uncertain. The relationship usually was not a personal one. Retailers did not know us and we did not know the retailers sufficiently well.

Finally, it was decided that an informal, semi-social organization in which every member would become acquainted with every other member would help build the additional contact desired.

But when work on the organization was started, considerable difficulty was encountered. was a serious question of the value of such an organization to its members-not to Disston, but to the members. Again, it was possible that the organization would grow

to such size as to be impractical This last came up because our products are sold in the majority of hardware stores as was shown by an investigation made not long ago by a magazine, showing distribution of something over 90 per cent. Therefore, a general organization of retail customers would be a big undertaking.

It was decided to prove the value of such a club; to limit the membership until it was demonstrated that the club was of value.

We decided to follow a suggestion made by a distributor and form a Disston 25-Year Club to be composed exclusively of distributors, wholesale or retail, who had sold Disston products for twenty-five years or more.

The club was announced in a hardware trade-paper advertisement on March 4, 1926, in these words:

We receive many letters from dealers saying that they have been selling Disston Saws for twenty, thirty and forty years, and asking if we know what dealer has the oldest record.

what dealer has the oldest record. Some suggested forming a club to be composed of dealers who have been selling Disston Saws for 25 years. We think it a fine idea. We'll be glad to do everything possible to help form such an organization if hardware

dealers are interested. There would be no expense or due, of course—the only requirement being that you have been selling our saws for

a quarter century.

We plan to present each member with a handsome, framed certificate of

membership for his store.

And there are several other features that we have in mind for these old friends of ours, which will make the club a real organization that you'll be

club a real organization that you be proud to be associated with.

What do you think of the plan!
Write us frankly if you like the suggestion—or if you don't. State whether you wish to be one of the founders of the Disston 25-Year Club. . ."

The members in the club were to be distributing organizations, with some one individual selected as club representative.

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# Amarillo

Capital of The Rich Texas Panhandle

# Where Farmers Are Prosperous From Big Crops on Cheap Land!

In 1925, despite a poor wheat crop, the average farmer in the thirty-six counties of the Texas Panhandle made \$3,629 from his \$17,062 farm with his home and much of his own food free! He bought automobiles and new farm machinery when his fellows elsewhere were barely hanging on.

Then, in 1926, he produced a wheat crop nearly five times that of 1925—in many, many instances completely paid for his farm.

The Amarillo branch of one large farm machinery house far exceeds any other in the country in sales; the number of farms has increased 38% in five years; and Amarillo, the capital city, has a per capita effective income of \$1,596.00, the second largest for any city in the entire Southwest.

One city and one newspaper dominate the Texas Panhandle—offer an efficient advertising and distributing center to the manufacturer intent on starting or increasing sales in this marvelous new market. For details on your opportunity, address:

## AMARILLO GLOBE-NEWS

Morning-Evening-Sunday

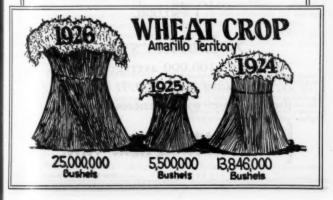
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TEXAS DAILY PRESS LEAGUE

New York

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Kansas City

Dallas



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# Liberty

# Announces an Increase in Guaranteed Net Paid Circulation for 1928

1. FOR the issues of January 7, 1928, to March 17, 1928, inclusive (11 issues), LIBERTY guarantees an average net paid weekly circulation of 1,350,000.

24, 1928 to December 29, 1928, inclusive (41 issues), LIBERTY guarantees an average net paid weekly circulation of 1,450,000.

3. LIBERTY'S guarantee for 1927 was 1,100,000 average net weekly. It promised 1,350,000. It is exceeding the promise with generous overage.

LIBERTY Advertisers who Bought for 1927 are Getting 250,000 "Velvet"

CONTINUED ON NEXT PAGE

# LIBERTY Continued OVER-SOLD through July and August

HERE is no let-up in LIBERTY'S over-sold condition. June demand rose over demand in May; July exceeded June; August showed no abatement in news-dealers' telegraphic pleas for more LIBERTYS.

"Sold out," is the cry from all over the country. LIBERTY'S rising favor keeps pace with rising

Fahrenheit.

d

LIBERTY gives to advertisers full reader-power through the summer season, when such co-operation is an important contribution to the maintenance of advertisers' sales levels.

# LIBERTY'S Circulation Is 100% Voluntary

LIBERTY is the only magazine of big circulation that has 99% news-dealer sales. Subscriptions are not solicited.

Every week, LIBERTY holds a new referendum on its popularity. Its vastarmy of buyers lay their nickels down and say "Give me LIBERTY!" because they want it. There is never any "dead timber" in LIBERTY'S circulation.

LIBERTY'S promised circulation of 1,350,000 for 1927 is maintained —and exceeded—without recourse to high-pressure sales schemes or special inducements of any character whatsoever.

LIBERTY sells "over the counter" solely on its merits as a magazine.

Liberty's Circulation is 99% News-Dealer Sales Every Buyer a Reader

# "Wby Doesn't LIBERTY Increase Its Print-Order to Meet Demand?"

OME advertisers find it difficult to understand why LIBERTY restricts its sales. Here is the answer: Most LIBERTY advertisers, having contracted for the year of 1927 at rates based on the 1,100,000 guaranteed circulation, have been getting better than 250,000 average EXCESS weekly circulation.

This additional circulation has cost LIBERTY advertisers nothing at all. It is over and above the conservative guaranteed circulation on which advertising rates were based. For advertisers, it is "velvet"—for LIBERTY, a costly item unbalanced by revenue. Beyond a certain limit of excess circulation LIBERTY can not go, consistent with sound business principles. Thus, print-order is restricted and circulation held in check automatically by lagging advertising rates.

The insistent news-dealer demand for more LIBERTYS must eventually be met. To deny it deprives a numerous public of the magazine it wants to read, and the dealer of the additional profit he can make through additional sales.

There is only one way to relieve the restriction on circulation — re-adjustment of advertising rates. It must come.

A buy of space in LIBERTY is a buy on a rising market, no matter when bought.

Advertisers who contract now will get the 1228 GUARANTEED CIRCULATIONS for that ENTIRE YEAR at the advertising rates listed in Rate Card dated February 15, 1927. Protect your relative and result by placing your order active.

# Liberty

NEW YORK: 247 Park Avenue. CHICAGO: Tribune Square. BOSTON: 10 High Street.

DETROIT: General Motors Building. SAN FRANCISCO: 820 Kohl Building.

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# -powerful

- —and increasing daily! The combination of The Morning and Evening Eagle stands today as the most powerful newspaper advertising media in Kansas.
- —and Kansas, for months past has been and is today, one of the brightest spots on sales maps.
- into this territory, this powerful combination, sends
- -84,956
  Total Daily Circulation
- -40,525

  Home City Circulation Daily
- -at 18c a line!

The Big Sunday Eagle
-67,769
at 17c a line

In All Kansas Not a Single Other Daily Newspaper Equals The Wichita Eagle in Either Circulation or Advertising Lineage.

THE WICHITA EAGLE

Represented Nationally By S. C. Beckwith Special Agency

nouncement was so large that it was decided to go ahead with the club. A series of business-paper advertisements was prepared, salesmen were supplied with applications, and an "acting secretary" to handle club correspondence was appointed. An envelope inclosure explaining the club for use in some of our own mail was printed, and the work of organizing actually started.

As a matter of policy no special "drive" for members ever has been made. A part of all Disston hardware advertisements-which are of the house magazine type-talks about the club; salesmen speak of the club to their customers but without special urging from the office; with certain mail, an enclosure describing the club is sent. There is no other effort to get members. It is felt that, if the club is to be made up of the kind of members desired, it is best not to "sell" it too actively to dealers who are not much interested.

The membership, in about a year, has grown to almost 1,500. Since it is the store rather than the individual which joins the club, the membership is composed of all ages from youngsters to veterans in the hardware business.

Certificates of membership are issued. These are framed certificates eighteen by twenty-four inches, carrying this wording:

CERTIFICATE OF MEMBERSHIP
DISSTON
TWENTY-FIVE YEAR CLUB
BLANK HARDWARE COMPANY
This certificate of membership is
awarded to the above-named Distributor
of Disston Saws in recognition of a
Service of Merit to the Public for more

than twenty-five years.

Henry Disston & Sons, Inc.,

(Signed) S. Horace Disston.

On February, 15, 1927, at the Bellevue-Stratford Hotel in Philadelphia, was held the first meeting and dinner of the club. The membership at that time was about 1,000 and of this total 207 were present.

A need was felt for some means of communication between members. A "25-Year Club Bulletin"—a four-page letterhead size illustrated paper—is used to meet this need. It is not published regu-

larly but only when there is some news of special interest to club members.

Results from the work done in connection with this club always

will be intangible.

It is true, however, that it has afforded a way to get closer to these men who have been distributors for so many years. Evidence of this is found in every day's mail. Members write to us of their troubles now instead of telling them to the other fellow; we receive many suggestions of things that could be done by the company that would benefit dealers.

But it is hoped (and it was hoped when the club was started) that the greatest value will be a closer feeling of friendship and understanding between the factory and the distributors who are members. If this is accomplished, regardless of all other things, the club is a success; if it is not, the club will fail. The club is still too young to judge this accomplishment with any degree of certainty but it is true that progress to date has been satisfactory.

#### E. P. Shurick with Milwaukee Bank Advertising Service

Ed. P. Shurick, formerly sales manager of the Moebius Printing Company of Milwaukee, has been named general manager of the Bankers' Educational Bureau, Milwaukee, handling bank advertising. He succeeds Frank E. Pettric, who has been named general manager of Wisconsin of the National Life Insurance Company of Vermont, but retains his interests in the Bankers' company.

## Made Advertising Manager of Stevens, Walden-Worcester

F. H. Riegel has resigned from the advertising service department of the McGraw-Hill Publishing Company, Inc., New York, to become advertising manager of Stevens, Walden-Worcester, Inc., Worcester, Mass., manufacturer of automotive equipment.

# E. A. Holman Joins E. C. Williams as Partner

Everett A. Holman has become associated with Edwin C. Williams, San Francisco, publishers' representative, and the business will hereafter be conducted under the name of Williams and Holman. Mr. Holman was for thirteen years with the Hearst organization.

# Men's Wear Stores for Women Only

Are We Coming to That?-Advertisers Are Paving the Way

# By Robert Wilber

W OMEN have come to be known as the "purchasing agents of the American family," and, if the advertisers are correct, mere man will gradually lose any small ability he may have had in this direction, until he will be unable in a generation or so to buy anything with any sense of discrimination.

Consider the question of shaving cream, safety razors, face lotions and similar toiletries which relate to the removing of man's natural disguise; the lush, ancestral beard. I can remember when such articles were advertised to men alone. Now it seems to be the popular custom for manufacturers to sell through the interested ministrations of the wife, to whom campaigns are directed.

I quote from a characteristic example:

There he is, in the bathroom again, swearing like a trooper because of a safety razor that is unscientific and a blade that was never meant for a tough he-beard. It is an old story to you, his wife. Why doean't he, you ask yourself, buy a new and a better safety razor and exercise more care in the selection of blades? A perfectly natural query. Men are that way. ... they will continue to torture themselves for years and never make a move to

they will continue to torture tnemserves for years and never make a move to correct the fault.

But YOU can help him. You can put a stop to that early morning demonstration of profanity. Buy him a razor and a packet of blades that are the next thing to a barber's. Throw the old outfit away, and let the sunshine through.

Weak, stumbling, silly man, can't be entrusted with his own sartorial problems. Doubtless wives will be shaving their husbands ere long.

It remained for an advertiser of after-shaving face lotions to put man in his place properly, however:

What does a man know about complexion, the skin? Nothing. He rips and hacks away at his face and then washes it with strong soap, sprinkles on a little powder, and believes he is

a beauty parlor wizard. You, the woman of the family, used restand what the care of the skin means. You realize that a good lotion is invaluable. Protect that foolish huband of yours against himself; start that college-boy son of yours in the right path—put a bottle of Facefried in the bathroom closet and see that they use it after shaving. They know no better—belp them.

A surprising number of articles, intended for men alone, are now being advertised to women. Have you noticed it? Manufacturers are going right over papa's head and appealing to the real Head of the Family.

A friend of mine who is in the cigar business uses his entire appropriation to convince women that they should select and purchase such products for their husbands. From what I know of the brand, few men would ever buy the cigar, and the idea is doubtless sensible, at that. If the plan ever becomes widespread, me will stop smoking cigars entirely. Did you ever see a woman picking out a box of cigars for a man? The transaction is conducted on a price basis entirely.

My own wife, who is an expert in this field, has frequently said to me: "Why do you pay three times as much for your cigars as you should? I priced some at a drug store and they were less than three cents each. They looked exactly like the kind you use and the box is even prettier, I think."

Advertisers have almost started an uncivil war between the husbands of the country and the wives on the subject of neckwear. Here is a campaign in our leading magazines, conducted by a manufacturer who is desirous of creating a national demand for his product. They are ties for men, mind you, but the advertising is to women:

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# A MEDIUM THAT IS SELEGTIVE



International Studio (associated with The Connoisseur) occupies a unique and individual position which serves a cultured and wealthy clientele solely because it represents to its readers the most authoritative word concerning the fine arts.

Its every appearance is proof of its completeness as an interpreter of the arts in relation to living. A collector of antiques, of fine books, porcelains or pictures, reads THE STUDIO-CONNOISSEUR because it touches a common interest—namely, his interest in more expansive living—and in the fine things a discriminating advertiser has to offer.

There is no surer avenue of advertising approach to the well-to-do American than through the open door of this sumptuous magazine.

# STUDIO THE CONNOISSEUR

NEW YORK, 119 West 40th Street

CHICAGO, 25 No. Dearborn St. LONDON, 1 Duke St., S. W. 1 SAN FRANCISCO, 822 Kohl Bidg. BOSTON, 5 Winthrop Sq. MILAN, Via Bossi, 10 PARIS, 15 Rue Vernet Jim always buys the same old ties, doesn't he? Year after year . . . dark blue with white dots is a standby. Men are unbelievably primitive in such matters. Here are ties, modern in pattern and stylish in fabric. Go to the nearest haberdashery and say: "I desire to select some neckties for my husband" (Sweetheart, Son or Father, or Brother). Dig Jim out of the dark-blue-and-white-dot habit. Make him stylish whether he wants to be or not. Help him in his utter helplessness.

My wife's personal ideas relative to neckties for men are little short of revolutionary. She clings to the furniture upholstery school of fabric. She purchases neckwear by poundage. If, when tied, it doesn't bulk up under my chin to the approximate size of a sofa pillow, she believes she has been cheated.

In the matter of patterns, she is influenced by the early McKinley period, that is, the Victorian or Clam Chowder design, in which a little of everything, in sixteen colors, is thrown upon a green background, seasoned with salt and pepper, and allowed to jell be-

fore wearing.

Women are asked to buy collars, shirts, underwear, bathing suits, robes, neckties, socks, garters, suspenders and even suits of clothes, for their husbands, and always on the ground of the personal incompetence of the man himself.

In another ten or fifteen years, what will become of bachelors? They will either be compelled to go around practically nude or plead with some distant female relative to come on and spend a week shopping. Haberdasheries will undergo a complete transformation, being patronized, by then, by women only.

Suppose the situation were reversed.

Suppose manufacturers of products for women began addressing their campaigns to men.

their campaigns to men.
And why not? Turn about is

fair play.

We should then be confronted with some such message as this:

Women—wives—are such silly creatures, and incompetent, too, in the matter of selecting Undies. They are apt to buy frivolous and impractical geegaws, on the vogue basis only. Take matters into your own hands. Visit the underwear department of any better

shop, and ask to see our Toot-Sweet Brand Undies for women.

You will surprise her when you return with a half dozen sets of these exquisite underthings.

Well, rawther!

If women are to be educated to buy purely masculine articles which men might normally be expected to select for themselves, a turn-about is but natural.

But the trend, I insist, is strongly in the direction of disfranchising man, as far as his right to buy anything for his per-

sonal use is concerned.

If this keeps on, there will be neckwear, hosiery, shirt, pajama, union suit and suspender bootleg shops, hidden behind closed doors on the side streets of our cities, where, after giving the countersign, you will be admitted.

The prices will be slightly higher, of course, because of the necessary precautions taken. The clerk will warn you in this

manner:

"Under no circumstances tell where you purchased these socks. We could be arrested and penalized severely if we were apprehended. Only women are supposed to buy men's hosiery. Be sure that there is no officer on the street as you go out, and put that package into a side pocket, please."

"Decide what your husband eats for breakfast if you want him to be vigorously strong and well," states a cereal advertisement. Another advertisement, a few pages on, reads somewhat as follows:

"Go with your husband when he buys his next blue serge suit. See that he finds a real bargain! Make sertain that he selects something which becomes him and will wear well. Men are ignorant in these matters, as you know."

Yes, things are coming to a pretty pass.

I expect the day will come when advertising for articles used by men will be found in women's publications only.

T. S. Mann has been placed in charge of the advertising department of the Nutrens Feed Mills, Inc., Kansas City, Kans. He was formerly in the advertising department of the Columbian Steel Tank Company, Kansas City, Mo.

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# A Big One in a little puddle

When you buy space in any of the big advertising media, you must reconcile yourself to the fact that your message becomes a little one in a big puddle.

But, when you adopt Ing-Rich porcelain enameled signs, you at once outgrow the mill pond, for these signs dominate all surrounding ones. And in ten years, yes, twenty, you'll congratulate yourself for adopting them.

There's an interesting catalog for you which shows how you can profitably adopt Ing-Rich signs for your business. Write today and we'll send it with a sample sign built around your sales message.

INGRAM-RICHARDSON MANUFACTURING CO.

General Offices: BEAVER FALLS, PA.

# ING-RICH SIGNS

Fadeless Publicity in Everlasting Porcelain

# How Much is 175,000?

# TIME'S Milestones:

In 1923 · 18,500 ave. net paid

In 1924 · 42,465 ave. net paid

In 1925 · 75,228 ave, net paid

În 1926 · 110,522 ave. net paid

In 1927 · 140,000 estimated net In 1928 · 175,000 guaranteed net

In 1929 - 200,000 plus!

ompi

TIME guarantees
175,000 circulation in 1928.
That much circulation is ....

NINETEEN TIMES the circulation of the first issue in March, 1923 . . .

NINE TIMES the average circulation for all of 1923 · · ·

MORE CIRCULATION than is guaranteed for next year by any one general magazine claiming quality of readership!

Do advertisers feel that true quality circulation comes only in lots of 100,000 or less? TIME is proving otherwise · · · just at it is proving that high quality circulation does not always mean high cost per page.

# TIME The Weekly Newsmagazine

ompiled, written, edited in New York. Printed and distributed Cleveland. Copy transmitted by a ir mail and telegraph. The New York To press Tuesday, to readers Friday.

the and

1927,



# picture readers ~all!

Watch the youngsters at a pile of magazines. Invariably they pore over the illustrations. It's been so from the beginning. The very letters of our alphabet are simplified symbol pictures.

This is so obvious it hardly seems worth repeating. But there is one thing we don't always remember.

Whether it's a simple line drawing, a photograph or an elaborate color illustration—the *photo engraving perfects or ruins* your printed picture. And you pay no more for a perfect plate than for the one that spoils your story.

For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

# Gatchel & Manning, INC.

C. A. STINSON, President
[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square 230 South 7th St. PHILADELPHIA

No! Selling Is Not an Illusion!

The Glove Trade Proved It, Says Seasoned Merchandiser

# By Willard M. Smith

General Manager, P. Centemeri & Company

SELLING is a stern reality. We do not merely step in the way of demand and wave our arms, as suggested by F. R. Feland in a recent Printers' INK article.\*

Let me, without further preliminary, give two examples out of general experience to show that merchandise and the ideas behind it are sold. Then I should like to relate how the glove industry, which some years ago was about to die of attrition, was rejuvenated

through selling.

15,1027

A prominent real estate dealer ells a story which impresses me as one of the most graphic proofs that selling is real and not an illusion. A certain fashionable street in New York once was the show place of politicians' homes, he says, but changes of many sorts caused an exodus to the suburbs. The political leaders, when they varated the old street, left their homes behind them to be sold. These homes were impressive, well-built houses, and all but one of them easily found a market.

But that last house stuck and stuck. Salesman after-salesman nook a try at selling the place, showing the house to client after lient, pointing out the wonderful construction, and expanding on the fine neighborhood. Nothing they could do, however, succeeded in unoading that one house, and finally this real estate man was called in. Asked if he could sell the place,

he said he would try.

h St.

A couple came to his office one day to look at houses. He took the man and his wife to the street and drove them around several blocks to give them a view of the district and show them the fine homes that surrounded the one he was going to exhibit to them. At high noon, with the sum shining prightly overhead, he took his clients through the front door of

the house that could not be sold. Down through a circular stair-case of rare beauty poured the sunlight, and the light filtering through a stained-glass skylight in the roof created a colorful effect that was startlingly impressive. The woman, visibly struck by the beauty

of the effect, exclaimed: "How lovely!"

Like a flash, the real estate dealer's selling sense responded. "Yes," he said slowly, "every

"Yes," he said slowly, "every time I see the sun come down through that window it reminds me of St. Peter's in Rome."

The effect was instantaneous. The association of that staircase and stained-glass window with the famous cathedral touched a chord in the woman client, and she and her husband took the house.

To my mind, that house was

sold.

This summer my fifteen-yearold daughter went to Miss H's camp, and I spent some time at a nearby place during the season so that I might motor over to the

camp frequently.

One morning I came on a group of campers on riding horses. A dozen girls, sitting straight and at perfect ease, were cantering lightly along a narrow road under the guidance of the riding master and two counselors. I slowed down to pass them, and as one of the horses, a large black animal, appeared to be more nervous than the rest, I took special pains to keep from frightening the animal when my car moved slowly past.

When I drew abreast of the horse, to my surprise I found that the straight-backed rider was my own daughter. She laughed and

raised a hand.

"I'll race you, dad," she called in her pride over her newly acquired ability to ride, and she did—for a short distance until the riding master called her back.

On returning to our city home

927, page 77.

from camp, she told me that she had saved practically all her allowance, except a few dollars for laundry, an occasional Hershey bar and other minor essentials of camp

"What for?" I asked, overcome at the thought of any girl saving money.

"To go riding at R's academy every Saturday this winter!"

Now, as I look at it, my daughter had been sold on riding. Her taste for it had been cultivated at the camp. To go back further, someone had sold the camp the idea of having horses. Certainly it was a selling job throughout.

Let us get a little nearer to my own business, manufacturing and distributing kid gloves. In the old days, I would go from town to town entertaining store buyers and getting them to order Centemeri gloves. From forty years of experience. I know that the usual way was to be sociable with the buyer, get him into a jovial state, and on the long walk home suggest that last year's order be increased 5 or 10 per cent. He would agree, and if the year was good, he got rid of the gloves. If it was a poor season, he did not.

Then came the merchandise man to supervise the buyer's activities. The new man was the yeast that leavened the loaf of merchandising, and when he would see that the glove buyer had too many gloves in stock, he would say:

"No more buying until you get rid of what you have now."

So, if I was to get that buyer to buy any more of my company's gloves. I would have to wait until his customers bought what he had in hand. But I could not afford to wait for natural demand that wav. My company wanted orders. would, perhaps, suggest that if the buyer put up a pair of his finest Centemeri gloves as a prize for each of the fifteen high-school girls at the head of the term's graduating list, he would find that his stock would move, because the girls would take the gloves home, talk about them, show them around, and create considerable desire for similar gloves in other women.

So the buyer would move his

stocks and the merchandise may would allow him to order man gloves from my firm. All of which to my way of thinking, meant the land sold—if not gloves—catainly an idea that sold the glove

So much for isolated instano of selling. Let me now, at the no of appearing to boast unduly, at the actual story of how the ening glove industry was literally resucitated at its last gasp and brough back to vigorous life by selling.

In 1914, prior to the War, there was established in the minds of glove buyers who represented a real stores certain fixed numeral that they were willing to pay in gloves to retail over their counter. These fixed numerals all centers around \$9.50 per dozen and \$135 per dozen, the gloves retailing in \$1 and \$1.50 a pair. At \$16.50 per dozen, gloves were considered better grade and retailed for \$1.75 pair. An \$18 per dozen glove a tailed for \$2.

And season after season, at the prices, the glove department always showed a deficit.

The deficit was so apparent the the glove buyer commenced at last to cut wages,, and the sales in salary was, on the average, \$8 ps week. Some girls worked for a low as \$6 a week, but when it wademonstrated that they couldn't possibly exist on this scale, a and salary was established, togethe with a little percentage on sales, to help the girls eke out a living.

From all angles, the glove bustness was unprofitable. The management of the management of the profit of the management of the strike, time, labor and money or pended, and the retailer who has glove department was not commensated for his rent, insurance as selling expenses.

The question then became, he can the glove business be improved? It required an endie amount of study and a great de of careful planning, because of the fact that fixed styles and fixe numerals had been established in so long a period that a change we considered by a number of wind buyers to be impossible.

Centemeri decided, nevertheles that a change was possible. We decided to sell that change to ever



The National Broadcasting Co.

Over the Greatest Station Hook-up in the History of Radio

... The

New York Telegram
and 25 other

Scripps-Howard

Newspapers will Broadcast

The Tunney-Dempsey Jight from CHICAGO Sept. 22



SCRIPPS · HOWARD NEWSPAPERS

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me, how be imendled reat deal se of the and fixed shed for ange was

ertheles ole. We to ever retail merchant, he in turn to sell that change to his clientele.

Therefore we introduced the "Lotus" and "Phoebus," two extreme novelty styles. In reality they were the same \$9.50 and \$13.50 per dozen glove. We removed the one row of Brosser stitching and embroidered on the back of the glove the lotus flower for the "Lotus" glove and any flower one wanted for the "Phoebus" glove.

And that \$13.50 per dozen glove immediately stepped into the price of \$27 per dozen. The price was established to provide a more satisfactory margin of profit, also to cover the cost of the additional embellishments and the increases in the U. S. customs tariff. We intended to be paid for our risk and for our selling efforts, because we were going to sell style.

Our friends in the trade vehemently declared that it would never go over. But we sold the new glove just the same, and we made money. We also taught our customer that instead of selling a \$27 glove for \$3, he was entitled to pay his girl behind the counter a little more money and sell the glove at \$3.50 per pair. Thus we sold him a system of paying his salesgirl, and the \$8-per-week girl became a \$10-per-week girl who, in turn, sold "Phoebus" and "Lotus."

We put our plan over that season and we made money. We had sold the novelty, we had sold the buyer, we had sold the girl behind the counter who waited on the retail trade, because she got \$2 per week more and was glad to stay sold.

The following season we introduced Bandalette Tranchant, another new style. We took a \$9.50 glove and put it in the \$21 per dozen class, finishing it off with a two-tone embroidery, one-inch bandalette and pearl clasp. The glove was identical with the older one—the same fit, the same sewing—the only difference being that instead of using a self-colored thread we put in a contrasting color. A Mode glove was trimmed with brown, had a brown stitching and a brown bandalette, and we got \$18, \$21 and \$24 per dozen, ac-

cording to the gradation, for what we previously sold for \$9.50 and \$10 per dozen.

Then we saw that the lady behind the counter was sold on a \$10 salary, and a small percentage on her sales was added, so that the \$10 soon jumped to \$12, and she was more sold than ever.

We sold the buyer completely, because when he went to his boss he said, "My sales this year have shown an increase over last year of \$---." He didn't say "I have sold that many more customers," or "I have sold that many more pairs of gloves," but he did say "I have sold that many more dollars," and he in turn got a little extra money because his department now showed a profit.

Then came the salvation of the glove business, "Novelty Cuff Effects," and as ridiculous as it may seem, novelty cuff effects were sold to the buyer and gloves were sold to the customers, because they were separate and apart from anything that had ever been introduced before.

After all, they were the same four fingers and a thumb dressed up with fancy trimmings and novelty cuffs, but history proves conclusively that they are considered cheap when offered at \$27.50 per dozen, fair at \$30 and \$32.50, and exquisite when they are from \$42.50 per dozen and up. Yet they are the same old four fingers and thumb, and the difference is taste and artistry in attaching a little leather novelty cuff.

It was salesmanship that put them over, in the broad sense of the word, because the salesman who sold the idea behind them was of the creative mind and had sense enough to know that the deathknell had been rung for the severely plain, old-fashioned, out-ofstyle glove that had been sold at low prices and no profit. The old glove had been so common and used for so long a time that there was no desire for it. A woman was better satisfied to go without gloves and show her pretty rings and her highly polished and manicured finger-nails than cover her hands with the plain gloves.

When we were able to see and

1927

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# LEONIDAS

C Feeling like lonesome Leonidas, holding the Pass at Thermopylae, we stand unbudgingly for fine typography. which is the reason why we stand almost alone in fine typography. Consider-if a set-up turns out a mell of a hess, was it good business to buy price? Our percentage of "O. K. without corrections" is up in the middle eighties. We doubt if any other typographer can "point with pride" to so remarkable a record.

FREDERIC NELSON PHILLIPS, INC. 314 EAST 23RD STREET, NEW YORK





GRIT is a unique combination of Weekly Illustrated Newspaper, Family Magazine and Story Section, made especially for SMALL TOWN AMERICA.

#### How old is GRIT?

Forty-five years old and growing larger and stronger every year.

## How many GRIT readers are there?

Over 350,000 families—more than 1,620,500 people—in 12,000 towns and villages.

## How exclusively does GRIT cover these potential buyers?

27% are exclusive Grit readers, i. e., they read no other publication except local newspapers.

## Can the GRIT market be reached by any other publication?

No! The greatest penetration of any single publication in the Grit market is 10.09%.

# Are Grit readers in position to buy goods when properly persuaded?

79% have money in bank—and 75% earn more than an average income.

# What proportion of GRIT'S circulation reaches SMALL TOWN AMERICA?

77% is in towns and villages of less than 5,000, and the rest in larger towns and R. F. D. routes.

# The John Budd Company

NATIONAL ADVERTISING REPRESENTATIVES

New York Chicago St. Louis Atlanta San Francisco Los Angeles Portland

# mentals!

What Is

# SMALL TOWN AMERICA?

The Towns and Villages in the U. S. of 5,000 or less!

Aren't these the HICK towns of America?

No! They possess a combination of City Conveniences, Rural Neighborliness and Home Pride unknown to either the city or the farm.

How old is SMALL TOWN AMERICA?

Old enough to form the Backbone of our Country—young enough to be the Most Progressive and Active Market in it today.

What has brought about this change?

The Automobile, Improved Highways, Movies, Press, World War, and Radio.

What is the relation between GRIT and SMALL TOWN AMERICA? They are Kindred Spirits—in 350,000 families GRIT is given 90% preference over any other publication.

Do they enjoy the necessities of life in SMALL TOWN AMERICA? Yes! And many of the luxuries too!

What proof is there of this?

69% of Grit readers have automobiles; 38% have washing machines, and 69% of Grit homes are wired for electricity.

What further details are available in SMALL TOWN AMERICA?

A recent survey of SMALL TOWN AMERICA and GRIT makes available all the pertinent facts regarding this market—and these will gladly be shown you upon request.

# Grit Publishing Company

Williamsport, Pennsylvania

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Portland

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# Are You Only Scratching the Market in Louisiana?

Every farmer knows that if the soil is rich, and there's plenty of it, you can just scratch the surface, plant the seed, and often produce a profitable crop—but if you will plough deep, the chances for success are better.



When your advertising program calls for only the metropolitan newspapers, you are but scratching the surface in Louisiana. Almost 75% of the people of Louisiana live outside of the metropolitan area. There are five prosperous and populous cities that are major markets which can only be reached effectively through the home town dailies.

To Sell Goods to 500,000 Folks with Cash—Plan Your Campaign to Include:—

The Mouroe

Threveport

Alexandria
Baily Cown Gulk

BATON ROUGE STATE-TIMES and MORNING ADVOCA (Afternoon) (Morning)

LAKE CHARLES
AMERICAN - PRESS

Use them ALL. Plough deep and you shall reap.

Write one or all for information on

LOUISIANA

appreciate that fact, we sold gloves.

The point to raise here is the question of the appeal to the individual, the consumer's taste. It required salesmanship to show the customer that there was work and artistry and beauty in a pair of gloves rather than that it was just an article of hand-covering. woman may have had a taste for it, but just the same she had to be sold that it was proper to use a pair of these gloves, just as she had to be sold several years later that a skirt two inches above the knee is much prettier than one ankle-length.

So I believe that the selling of novelty cuff-effect gloves carried the glove business into its own. Selling put over the idea of novelty and it created desire in consumers. That such selling has been successful is shown by the fact that you rarely can hire a glove clerk today for less than \$20 a week.

The glove department now takes unto itself dignity and importance in all establishments, whereas from 1900 to 1915 it was the bane of the entire store. It was a stepchild that had to be tolerated because it had been "wished" on the store.

That is my idea of selling, and it is not an illusion-absolutely no! It is one stern reality.

## H. C. Sayre with Percival K. Frowert

Howard C. Sayre, for the last five years with the Association of National Advertisers. Inc., New York, in charge of the publication data department, has joined Percival K. Frowert, Inc., New York advertising agency, as director of research and merchandising.

#### Death of William H. Porterfield .

William H. Porterfield, part owner of the San Diego, Calif., Sun, died re-cently at that city. He was fifty-five years old. He joined the staff of the Sun in 1891 and ten years later bought half-interest in that paper. From 1915 to 1917 he was publisher of the Sun.

#### E. J. Finch Advanced by World Wide Agency

Ellis J. Finch has been elected as-sistant secretary and director of the World Wide Advertising Corporation, New York. He succeeds Miss Gertrude Holmes, resigned.

## "Cold Turkey" Solicitations Waste Time BAKELITE CORPORATION NEW YORK

Editor of PRINTERS' INK:

Mr. Carroll's plan to set a definite time and place for the purchase of advertising space, as explained in his article, "More Science in Industrial Space Buying" in your August 18 issue, is a step in the right direction. I believe a great deal of time is wasted by publishers' representatives in "cold" solicitation without having any knowledge of the advertisers' markets or problems in general. general.

On the other hand, I believe that Mr. On the other hand, I believe that Mr. Carroll expects a little too much from the publisher in the way of specific data regarding his own product, as indicated by some of the questions he has asked the publisher. I believe it is up to each individual advertiser to up to each indigather these facts.

gather these tacts.

I refer specifically to question number 4 in which the publisher is asked to name the equipment builders who should be using anti-friction bearings. It would seem to me that this would require acquire acquire and a thor-It would seem to me that this would require considerable study and a thorough knowledge of the apparatus in question in order to answer the query intelligently, and to expect a publisher to know such details about every product advertised in his field would hardly

be just.

The plan in general is a very good one, and worthy of serious considera-tion by both advertiser and publisher.

BAKELITE CORPORATION,

ALLAN BROWN, Advertising Manager.

# New Accounts for Irwin L.

Rosenberg Company
The Lady Esther Company, Chicago, toilet preparations, has placed its advertising account with the Irwin L. Rosenberg Company, Chicago advertising agency. Newspapers will be used.
The Sidway-Topliff Company, Washington, Pa., manufacturer of children's vehicles, baby carriages and wicker furniture, has also placed its advertising account with this agency. account with this agency.

#### M. K. Griffin with Chicago "Herald and Examiner"

Griffin, Kavanagh recently Marcus Kavanagh Griffin, recently with the financial advertising department of the Los Angeles Examiner, has joined the Sunday department of the Chicago Herald and Examiner. He was formerly Pacific Coast manager of The Cramer-Krasselt Company, Milwaukee advertising agency.

# Pacific Mills Net Profit Shows

Big Increase

Pacific Mills, New York, Pacific cotton goods and all wool dress goods, report for the first half of 1927, a net profit of \$709,066, after charges but before Federal taxes, against \$227,594 in the first half of 1926.

# Illustrations Help Make Negative Copy Pleasant

How Advertisers Are Overcoming the Objection to So-Called "Destructive" Subjects by Shrewdly Sugar-Coating Them

# By W. Livingston Larned

PREJUDICE has always ex-A isted among many people and advertisers against the negative idea of illustration in adver-Yet, negative advertising ideas are more prevalent than ever. However, the "sting" has been removed. The illustrations have been deftly sugar-coated.

Here is a characteristic combination of negative headline with positive and pleasant illustration. the two, however, being welded

closely together:

"Are your gums suffering from a lifelong slumber?" is a negative phrase, suggesting decay of the teeth, softening of the gums and other troubles. It would seem necessary, in order to illustrate this phrase, to picture an unpleasant scene.

But in this case, the advertiser occupies liberal space with a highly-artistic water color picture of a fair woman, asleep, in an exquisite bedroom. Through partly drawn curtains, the morning sun-There is light drifts, indolently. a restfulness and charm about the color plate that causes your gaze to linger. And the headline has been illustrated - by indirection. Yes, the gums are sleeping too.

In another dentifrice advertisement the alarming statement was made that a considerable majority of people suffer from pyorrhea. The headline was wholly negative while the illustration was exactly the opposite. It pictured a patient in a dentist's office, as the lat-ter held up to the light an x-ray plate which had just been completed. They were both smiling because the patient happened to be the exception. There was no evidence of dental troubles or of the dread disease. The sunny side was pictured, in company with a negative headline. Had this illustration shown a serious dentist

and a very much worried patient, it is quite likely that the reader's inclination would be to turn quickly away from it. Yet all the showing through pleasant camera study, was an intimation of things not so agree-

"Suppose your home should burn down tonight," is a negative headline, carrying with it all kinds of disagreeable thoughts. A somewhat similar headline was used about a year ago and the ar-tist pictured a man, his wife and child, standing disconsolately upon hill overlooking their home, which was being consumed by fire. It was so well done, and so much of a tragedy, that lingering long on that page was unthink-

#### PICTURE SOFTENS NEGATIVE

But another advertiser, employing the headline quoted above, pictured, not a burning home, but a snug little parlor, with a happy family gathered about the hearth. There was complete contentment and never a shadow anywhere. It would seem to me that the picture illustrated the negative headline in more compelling manner than been strewn disaster had across the canvas.

The reader was permitted to picture, for himself, the unpleasant possibilities of a sudden ringing of the gongs, the roar of flames, the red glare against the night sky, firemen, water, everything worth while gone up m smoke, and a pitiful little group seated in the midst of the few things which had been saved from the wreck. The very thought of anything happening to disturb that peaceful fireside was a lesson, poignantly presented.

An affirmative illustration, then, can be given a negative phase, in der's

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# POPULAR MONTHLY

Whatever power a magazine has, springs primarily from a commanding personality



CARL C. PROPER

—has devoted his life to the betterment of the small town home

# POPULAR MONTHLY

The Magazine of the Small Town

Des Moines, Iowa

the reader's imagination, by means of a well-chosen caption or headline and that is the way it is being done, very largely, today.

done, very largely, today.

An advertisement for a certain automobile and piano finish wished to convey the suggestion that if pianos are not properly manufactured, steam heat, the wear and tear of time, moisture and other damaging influences will quickly destroy the finish. The illustration was of a piano in a nice home, its woodwork stained, greasy, covered with marks of every kind. It was not a pleasant picture to study—not in any sense of the word.

It remained for an advertisement for Mimax Finish to tell the same negative story in a The Mimax illuscheerful way. showed tration a city curb. crowded with automobiles, and drawn up along with them, as "big as life," was a grand piano, standing there in the open. Just as you can park your automobile, finished with Mimax, in the open street in all kinds of weather, so you could safely "park" your piano, and with no more danger to its finish. A tragedy had been turned into a good-natured and most unconventional comedy.

In a series of twelve pieces of copy, two columns wide by full depth of the page, an advertiser of shoes for men featured the negative idea in both headlines and illustration. It was argued that there had been too much non-committal, colorless shoe advertising, without the big truths being stressed. Men had no proper realization of the part that shoes played in their daily lives, their progress, their successes and failures. Feet are often mistreated.

So this advertiser took the bull by the horns with such headlines as: "All in, when most men are up and doing." The artist pictured a weary executive, who had been on his feet for a half day, sagged in his office chair. The text was sensible enough and there was logic in the arguments.

But the new series has been far more popular. The negative feature still remains. But the "stinger" has been removed, in so far as the illustrations are concerned.

Men are shown in various activities of life and business on tip-toes. They are all "stepping lively." The headlines, in the meanwhile, sound a more discouraging note. "Are you all in, when most men are up and doing?" it the adaptation of the former idea. It is the reader, perhaps, whose feet are in trouble, not the men pictured in the happy illustrations. Negative and affirmative have gone into collaborative partnership and all is well. With that which is bitter, the reader is given a taste of the sweet.

For an automobile shock absorber, for example, one series pictured people bouncing uncomfortably in air, as the cars went over the bumps in the road. It actually made you unhappy and ill at ease, to look at these jolting, jostling pictures, for they were drawn with real skill.

#### RESTFUL ILLUSTRATIONS

Compare this with the current series for Watson Stabilators, where the word "Relax" is constantly put into picture form. Studies of men and women in positions which suggest perfect ease and relaxation bring a sense of satisfaction to the reader. They are even restful to look at. One of these illustrations is particular is pleasantly rememberable: It is that of a young man, in shirt sleeves, chair tilted back against the wall, paper slipped from lap, so comfortable and relaxed that it encouraged drowsiness just to look at him. Yet even with an illustration of this type, it is possible to plunge into the negative headline. The picture will counteract even a very unpleasant statement.

Starting out as a purely negative appeal, with illustrations frankly allied to warning headines, the advertising for Squibb's dental cream steered its familiar phrase "The Danger Line" through to a sunnier climax, although steadfastly retaining the original hint of danger.

In those earlier "Danger Line"



# What determines

# Effective Industrial Circulation?

THE amount of circulation you pay for is only half the story, particulately when buying space to cover the industrial market.

The important questions are—how many plants do you reach—and then, who in those plants do you reach.

The INDUSTRIAL GROUP—comprising Industrial Management and Industry Illustrated—has eliminated waste in industrial coverage, through the two different types of editorial treatment, and the two radically different methods of obtaining circulation.

The two publications reach a greater number of individual plants, and a greater number of identified buyers than is possible through any one, or any reasonable group of general industrial publications.

We can prove this to you in a census of important industrial buying units recently made and which we will gladly show on request.

# The Industrial Group

INDUSTRIAL MANAGEMENT

INDUSTRY ILLUSTRATED

381 Fourth Ave., New York

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, 1927

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# NIGHT Volume Selling



Night profits are the "velvet" that pays the overhead and puts a cash surplus in the store.

To attract evening shoppers and focus the crowd on your merchandise demards "night light"—the strongest selling power.

Federal Porcelain Enameled Steel Electric Signs localize national advertising—induce the act of purchase and direct buyers to the dealer that sells your products.



CHICAGO



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Attracting Buyers with Electric Light

Reminding Buyers Where to Buy

illustrations, it was customary to show decayed old houses falling into rack and ruin, and similar symbols to accompany the phrase. The latest series relegates all hint of this to the shadowy background. A happy couple, boy and girl, for example, are skating on the ice, laughter brightening their youthful faces. The shadows of the figures rising in the background, however, are so positioned that the old danger line crosses their faces at the point where gums and teeth meet. may become a shadow unless you guard the Danger Line" is the significant and negative headline. But the main illustration is one of smiles and happiness.

The reader in this scene, is made to do the negative and unpleasant thinking, if there is any. Turning from a picture which is all sunshine, he can easily enough, in conjunction with the headline, understand what may transpire negatively under certain circumstances.

This, of course, is far more preferable than the old way, where there was no alternative, no impression left, but one, and that somewhat distasteful.

It was a housewife who called my attention to a certain illustrated advertisement in a woman's magazine. It contained a large picture impressively showing that unhappy moment when Mrs. Smith had opened the door of the stove and found her pie had turned out badly.

"Why," asked the housewife, "do advertisers print such pictures as that? Every woman understands what it means to fail at her cooking and such things are inevitable. I feel resentful when I look at it. Would that sort of illustration attract me to the message and make me want to read it? Would it cause me to buy the range? Never!"

And yet the advertisement told of a simple device on a modern range which was certain to prevent burning, over-cooking and similar trials. It went so far as to guarantee that no such catastrophe could occur. Automatically, heat could be tempered, regulated, turned off. From the manufacturer's standpoint, the picture was valid enough. It told exactly what he desired to say. His range prevented these things.

Some days later, we came upon advertisement in a journal, based on practically the Women need same arguments. never spoil pies, cakes and breads because of burning and the like. The headline read:

There's no fun haking-when the pie is burned to a crisp."

But the illustration in no wise attempted to travel in the same harness. It was of a plump farm mother, just drawing a fine pie, perfectly cooked, from the oven, her face beaming with pleasure and Several children pride. looked through the doorway, their mouths watering. A tiny vignette at one side, however, pictured a pie in most disreputable condition. crust burned.

It is well to remember that a negative headline need not necessarily carry a negative illus-That is the simple solution of the problem, as the modern

advertiser decides it.

#### J. M. Mitchell Wins Legion Poster Contest

J. M. Mitchell, of New York, has been awarded the first prize in the contest for a poster depicting the ideals and purposes of the American Legion. The contest, which has been in progress for several months, was sponsored by Voiture 220, la Societe des 40 Hommes et 8 Chewaux, and conducted by the National Poster Alliance, of New York. The winning illustration is that of a feminine figure with outspread wings, bearing as her message the opening lines

bearing as her message the opening lines of the Legion's constitution "To safeguard and to transmit to posterity the principles of justice, freedom and democracy.

Second place was awarded to Chester C. Brattan, of Chicago. William Haeslip, of New York, was third.

#### American Title Association Appoints L. S. Werner

Leo S. Werner, vice-president of the title Guarantee & Trust Company, Title Title Guarantee & Trust Company, Toledo, Ohio, has been named chairman of the advertising committee of the American Title Association, which recently held its twenty-first annual convention at Detroit. He will have charge of the national advertising of the association, which is carrying on an advertising campaign to educate the public to the advantages of title insurance.

# Helping Men Overcome "Selling Fright"

How Five Men in Different Organizations Were Made into Five Salesmen, Even Though They Knew They Could Never Sell Anything

## By A. H. Deute

GROUP of men, all engaged in sales work in different industries, chanced to meet on the Century a few days ago. The talk drifted to good salesmen who had been developed from men who in the beginning had assured themselves and everybody within hearing that they never in the world would be able to sell goods.

A ginger ale sales manager told this incident: "I have a man who is just about the safest man on our force, especially in a pinch and to open new and trying territory. He formerly worked for us off and on, doing little jobs of lettering and so on. As an artist he was

no success at all.

"He became so impoverished at his art business that he finally took the first job he could lay his hands on. We gave him work going from store to store putting up display material and making window and store displays of ginger ale. Here his artistic ability became

useful.

'After he had drawn a week's pay and had purchased several extremely square meals, he began to notice details around the stores where he was at work. He went farther than just putting up advertising matter. He would chat with the storekeepers. Sometimes he would stop long enough to help them with some of their own displays. It seemed to grate on his nerves if a store was untidy. Artistically, he seemed to talk with considerable authority, and dealers welcomed his suggestions, especially because they were backed up by willingness to do most of the work himself.

"One day he did an especially artistic job for a New York delicatessen dealer. He followed up his ginger ale display with a touch here and there on other lines.

plump little dealer admired the

work immensely.

"In his sincere effort to please, the artist noted that he had used all of the small stock of ginger ale in making his display. He felt that that display would sell some ginger ale. It hurt him to think that that would mean breaking up the display. Without thinking of what he was saying, he said to the dealer:

"Say, I think this display is going to sell some ginger ale. If you do get some calls, it means breaking up this display, and that means no more calls. Hadn't I better get

you a few more cases?'

"The dealer felt that that would be a good idea. The artistic trim-mer used one of his own nickels and telephoned the order to the That night, when he rehouse. ported in, the city sales manager 'That was a nice sale you said: made today!'

"I was standing close by," the sales manager went on, "and I heard the remark. What surprised me was the astonished look on the artist's face. 'I didn't make any

sale,' he replied.
"'Sure you did!' And the city sales manager named the store.
"'Oh, that,' the artist replied.

'That wasn't any sale. The chap had to have ginger ale to back up the display I put in. Say, that was a fine one, too. You ought to go by and see it!'

"'All right,' the city sales man-ager said. 'Call it anything you like, but have more of them to phone in. They sound fine!

"So that led to our man looking up a man's stock, after he had made the display. If he felt it was too low, he would suggest phoning in an order. He still feels that he is not a salesman but a man whose job it is to help dealers iles-

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The past decade has brought no more important contribution to American business than the realization that a capable sales organization working according to a sound plan is a greater asset than the most valuable physical properties.

# OLSON and ENZINGER Inc.

Advertising

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sell more ginger ale. Seeing that they are stocked is incidental. He is so sincere about it, so honest in his efforts to make the ginger ale sell better, that business actually results from it.

"One day the city sales manager came to me and suggested an advance in pay for the artist chap. The suggestion was accompanied by a record of business from the section in which he worked. I was glad to give him the advance.

"This advance in pay seemed to fire him with new enthusiasm. From then on he began to realize that he was part and parcel of a tremendous machine whose object it was to sell ginger ale.

"Right now, he is our most dependable producer. But in his own mind he is not a salesman. He still puts up immense quantities of advertising material. He still makes the order of secondary consideration. In his own mind, his job is to serve the trade and help it sell more ginger ale.

"I feel that he has developed a selling complex without realizing it. He looks upon his monthly volume of business not as orders sold, but as evidence of his good work in keeping his trade selling our line and making money on it."

This recalls the story that is told about the Studebaker Brothers and their fundamental ideas regarding salesmanship. It is said that when John and James Studebaker went into the wagon business out in Indiana some seventy-five years ago, their partnership agreement consisted of two letters, something like this:

"Dear John: I hereby agree to make all the wagons you can sell. "JOHN STUDEBAKER."

and
"Dear James: I hereby agree to sell
all the wagons you can make.
"JAMES STUDEBAKER."

Right in there is where "that something" seems to lie which makes a good salesman, the man who seems to be able to get business when nobody else can get it—the man who, though not a salesman, manages to get orders.

There is something paradoxical about this. Many a man who will assure you that he is a salesman fails to get business, while the man who tells you sincerely that he does not regard himself as a salesman goes out and gets orders. Maybe it is because the former is conscious of the fact that he is trying to sell you something, while the latter is just trying to be helpful.

There is the case of the man who does the selling for a manufacturer of hoisting apparatus. For several years this man struggled along, calling himself an actor. He still feels he is more or less of an actor. He maintains his membership in the Actors' Equity. But he makes his living selling hoisting apparatus, or, as he calls it, "installing hoisting apparatus." He cannot regard himself as a salesman.

As an actor, he drifted out to Hollywood to try his hand at the movies. The lack of income was very convincing to him. He had a family to support. Being large and strong, he found himself, between the infrequent movie jobs, working on a hoisting gang on a construction job. He proved mighty good at it, too. His boss liked him. That was more than he could say for the theatrical bosses. He became intensely interested in the hoisting apparatus. He became an expert at it. He worked out some innovations of his own. The hoisting apparatus people heard of him and offered to employ him to install new equipment. He demurred for a moment. It would mean leaving Los Angeles. However, it would also mean a nice home for his family and three meals a day for everyone. So he cast his artistic temperament out of the window and started installing hoists.

Before he realized it, he was being sent out to jobs before they had bought the hoisting equipment his company made. They wanted him there to make his sincere talk which was convincing to people who knew the technical side of hoists. He was a real salesman and business-getter. He realizes today that the best place for him to exercise his histrionic ability is in talking about hoisting equipment.

On a certain newspaper, there is today an advertising manager

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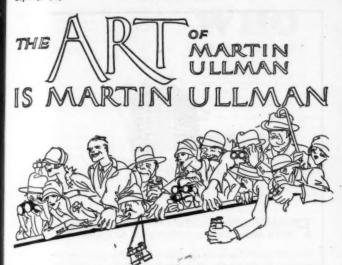
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A race-horse, though the very bride of the wind, doesn't do anything but run. Victory is beholden to the mind that picked and petted him; handled and heartened him; groomed and goaded himto win. + An artist, however gifted, is, sans direction, a horse without a trainer; a prima-donna without a maestro, a ship without a captain; static power without dynamic control. + Our artists are personally directed by Martin Ullman; personally directed before they put pen, pencil or brush to paper; personally directed while their fingers are flying; personally directed to the end that their work shall move your merchandise to the user, not themselves to Himalayan heights of admiration.

MARTIN ULLMAN STUDIOS, INC. 250 PARK AVE., NEW YORK



"IDEA CREATORS Not Just Illustrators"

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FOR MORE than a third of a century this firm has specialized in the production of publications and catalogues.

Our equipment has been developed, year after year, for the express purpose of producing this kind of printing efficiently. The people in the plant have learned how to handle this work so thoroughly that the production of publications and catalogues is second nature to them.

So, when you bring your work to the PRINTING PRODUCTS CORPORATION for production, you are assured of the expert service of specialists. The book we turn out for you will be an effective representative in your field. The merchandise you offer will have behind it every advantage of correct printing treatment.

And when you call us in to advise with you in connection with your work, you have the benefit of all our experience with hundreds upon hundreds of other similar publications and catalogues. Quite naturally, efficiency, and economy, and thorough satisfaction grow out of your contact with us.

Send us your specifications on your publication, catalogue or booklet and we will promptly submit our proposition to you

# **Printing Products Corporation**

Formerly Rogers & Hall Company

PUBLICATION AND CATALOGUE PRINTERS

ARTISTS, ENGRAVERS, ELECTROTYPERS
POLK AND LA SALLE STREETS, CHICAGO, ILLINOIS

, 1927

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who sells great quantities of space and is building a great group of men around him. Once he worked as a reporter on that newspaper. And they say that as a reporter he was utterly impossible. At thirty-five, he had gone as far as he could. He decided to try his hand in New York, so he left the Western city where he had cause to feel there was no future for him.

He got some sort of a job in New York and enrolled for a night course in commercial subjects. He was going to be a business man. When the summer vacation came, he was so used to having something to do evenings that he seized the opportunity to write some advertising for a paint manufacturer. He felt he could use his newspaper experience to write about paint. He knew nothing about paint. So he relied upon his newspaper training and, true to form, he went about investigating paint as a reporter runs down a story. In this case, his story was this particular make of paint. He did famously with his advertisements. Then he proposed a little monthly newspaper to go to the firm's salesmen and leading customers.

Soon he was putting out a small house organ, running it as he had seen newspapers run." He was making money at this, so he quit his day-time job on the newspaper and began spending part of the day around the paint maker's office.

In a short time, the manufacturer offered him the job of sales manager. He refused it because he said he was no salesman. However, he was willing to be advertising and sales promotion manager and agreed to help whoever was made sales manager.

The manufacturer was wise enough to recognize this chap's shortcomings and put his finger on the inferiority complex. He did not crowd him. But neither did he appoint a sales manager. So the man became "Acting Sales Manager." And he tells this story:

"Gradually, I got to looking myself in the face. I came to know that I was a salesman. I got real confidence in myself. From then

# WHO

#### USES OUR SERVICE?

The Knapp Company Palmolive Soap Company Continental Casualty Company Williams Oil-O-Matic Company Orange Crush Company Drackett Chemical Company Stark Bros. Nurseries

And hundreds of other large organi-

# WHY

#### DOTHEY USE OUR SERVICE?

Because it guarantees tremendous results. Here's what our clients say of it: Ditto, Inc.—"Getting wonderful results. Men and families enthusiastic."

Reliance State Bank—"Using your service in bond drive, we did 228% of quota.

Greatest contest we ever staged."

D-A Lubricant Corp.—"Your contest has developed more interest than contemplated. First week results indicate that contest will run far above our most optimistic expectations."

Book House for Children—"Your Pickit & Winit service increased our business 52%. Will repeat."

# WHAT

### SORT OF SERVICE IS IT?

A service that secures larger volume, new prospects, new accounts, speeds up turnover and collections, opens new territory, stimulates house and distributors' salesmen, etc.

# THE ANSWER TOTHESE BRIEF QUESTIONS

can be found in our booklet "Sales Contests." Every Executive interested in Sales should have a copy on file, for it contains very valuable information on Sales — Campaigns — Stimulation — Contests, etc.

WRITE for a copy of "Sales Contests" TODAY. It's free and implies no obligation.

## UPSCO.

Pickit and Winit Service

Executive Offices: 307 N. Michigan Avenue CHICAGO



# After all what is ART.

(commercially speaking-)

TO many window display buyers Art is often the most considered subject—when after all Art is only a means to an end—sometimes an inglorious end—in the dealer's cellar—instead of in the windows.

We specialize in using Art to serve the dealer's needs — Are you looking for this type of service?

Let us help you with

THUSTRA COLOR ADVERTISING

Atlantic

Building Better Displays

440 W.37 th St.

New York City

on, I regarded selling paint as my business. After a few years, the chance came to go back to my old home town and back to my old newspaper, this time as advertising manager. So I am back in the newspaper business, but this time in the business end."

In a New York advertising agency there was a young chap who could write quite nicely and plan pleasing advertising. But he was not of the selling type. He was plainly not a "contact man" So he was kept in the office us do copy work. There was me thought of sending him out to men clients.

But one day a client had to be seen immediately. The regular contact man was out of town. This copy writer was the only man about the agency who knew anything at all about that accounts on he was rushed into the breach.

For a year or more he had lived that client's problems. The client found this uncouth copy writer a much more helpful man with whom to talk than the suave, accomplished "contact man" who might be a splendid salesman, but resorted to salesmanship instead of knowledge of the product.

The upshot of that visit was that the client called up the head of the agency and suggested that he do business from then on with the copy writer.

Later on, this client told a fried of his about this copy writer, and the copy writer brought an account into the agency. He just naturally remained on the job of calling of that new client, as well as the other one.

Then he heard of a prospecting account. And in his own awkward way, he went to see about it. He assured his prospect that he was no salesman. It seems that the prospective client realized that fat. However, he agreed to look at some ideas this copy writer had And the ideas were sound enough to get the business, regardless of the fact that the copy writer put up no "presentation talk."

In the New York office of a nationally sold food product there is a queer sort of man who is the "Y

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The principals of this agency, meeting in day-to-day council with clients, are men whose judgments are tempered by broad and successful experience in the business world. This is by no means the least important feature of the modern agency service we are equipped to provide our neighbors here in Central New England.

## THE MANTERNACH COMPANY

Advertising

The Manternach Building . 55 Allyn Street HARTFORD, CONNECTICUT



### "YOU CAN MAKE THE HOP TO SUCCESS"

lt's your duty, however, to see that all details of copy, distribution and other factors are properly coordinated.

If so, you can be sure of your goal, provided your campaign is promoted through the advertising columns of Paterson's leading evening newspaper.

# The Paterson Press-Guardian

National Representatives G. LOGAN PAYNE CO. New York-Chicago

Self. 15, 1027

PRINTERS' INK

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# TRY COUNTING THE NEW ONES!

Magnificent Cathedrals going up Everywhere

A TREMENDOUSLY STRONG
and
WEALTHY ORGANIZATION
with

NUMEROUS BRANCHES in EVERY CITY AND TOWN

ONLY ONE MEDIUM

Absolutely Restricted to the church buyer

Write for samples and information concerning
The Church Trade Jeurnal since 1899

### The EXPOSITOR

710 Caxton Building Cleveland, Ohio.

156 Fifth Ave. 37 S. Wabash New York City Chicago, Ill.

> Peoria's Lineage Audit

—according to DeLisser Brothers, places these better papers first in 18 out of 23 classifications for 1926.



JOURNAL-TRANSCRIPT

Read in 4 out of 5 Homes

Member by Invitation
100,000 Group of American Cities
Chas Eddy Co Natl. Rep.
Chicago - New Yorks - Boston

best all-round correspondent in the company. His superiors know that he is also a great ambassador for the house to send out to handle difficult customers. As a salesman they know he would be highly successful and worth much more than he is now earning as an office worker. Several times, he has been offered outside positions. But invariably he refuses most emphatically.

"Couldn't sell ice on the equator," is a pet remark of his, and he' believes it. He suffers inmensely from fright at just the thought of selling. But if the house has a hard knot to untagle, he is glad to go and tell the firm's story in such a way that the customer is usually well satisfied with the settlement. Then he and the chap become firm friends and keep on writing letters to each other. But this man couldn't be talked into taking a real territory. However, his boss assured me that he had found a way to get around this:

"I've made up a list of some thirty accounts which are all in msatisfactory shape. I've asked this man to see them all and handle all the messes. He is willing to do By the time he gets back I'm going to start him all over the list again by telling him that I feel that a visit, following up his previous call, will be just the thing I won't urge him to sell goods, but I will tell him that if they want anything, he can send the orders in as we will give the regular salesman a vacation. Just between you and me, I'm figuring on making it a permanent vacation and simply forgetting to take this chap off the job. He'll be a salesman before h realizes it. Then, when he get his raise in pay, he'll be beyond the feeling of fright."

One can go on with these incidents indefinitely. The interesting about them is that the almost invariably bring to a mamfacturer's or jobber's mind the names of one or more men right in his own organization who know their business—"ready-to-us" salesmen who need only to han a tactful operation to remove the selling fright.

# "TYPE IT AND REPRO-PRINT IT"

New Booklet
on the latest
form of
reproduction

A COMPLETE manual of many new ways of substituting type-written for typeset material. Shows by actual samples of commercial work, how leading firms are making use of our process to save both time and money. Will explain how to prepare the best typewritten copy for reproduction. Should be of particular interest to Sales and Advertising Managers.

Write for your copy of this unique and valuable booklet—no obligation.

# NATIONAL PROCESS COMPANY, Inc.

218-232 West 40th St., New York City

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# **TAMPA**

Florida's Greatest City



MEASURED by its population of 176,000 —by the number of its industries and the value of its manufactured products—Tampa is beyond question Florida's greatest city.

Situated in the heart of the richest citrus and agricultural section in the state, with weekly industrial payrolls which have steadily increased without reference to the rise and decline of speculative real estate values—with a port that ranks among the first fifteen in the United States, Tampa offers the best year around market in the state.

The Tampa Tribune offers its advertisers coverage in two of every three homes in its entire trade territory, lying within a radius of sixty miles about Tampa—and a wider coverage than any other publication within a radius of one hundred miles about Tampa.

One cost coverage in this rich Florida section is offered advertisers who demand maximum results, through the

# TAMPA MORNING TRIBUNE

"First on the West Coast"

S. E. THOMASON, Publisher Tampa, Florida

The S. C. Beckwith Special Agency - National Representatives

# Mail-Order Selling Now Reaches Almost Every Class

And Goods Offered through Catalogs Cover Practically Entire Range of General Merchandise

THE PROCTER & COLLIER CO. CINCINNATI Editor of PRINTERS' INK:

Filter of PRINTERS IME:
We are anxious to have some infornation on the class of people who purhase from mail-order houses. Do the
nail-order houses sell to other than
seeple living on farms, and in both
sace, what kind of merchandise is sold
nostly through mail-order houses? We

nostly through mail-order houses? We ite also trying to and out it the articles add through mail-order houses must be trade-marked. If you have published my articles on this, will you kindly at my have a list?

THE PROCTER & COLLIER CO.

TROM reports given to us dur-I ing the last year or two by maillarge and order organizations, small, we conclude that between ight and ten million people in the United States have what might be termed "a mail-order mind." What we mean is that these people, takng in most elements of society from the indigent to the well-todo, buy by mail in preference to any other method. They are so confirmed in the habit that leafing through a catalog or reading a broadside or circular comes just as natural to them as it does to other people to buy from visible tocks of merchandise.

Selling to this large class is where the mail-order man gets his bread and butter. It comprises the

bulk of his business.

And then we have the occasional nail-order buyer. This class takes n far more people than the other, although any attempt to indicate the actual number would be guesswork. It extends, too, into the wealthier classes. We know a bank president and the general manager of a nationally known wholesale business who buy their cigars by mail. In a North Shore Chicago uburb there is a \$30,000-a-year executive who buys from one of the great retail mail-order houses ill the canned goods consumed by his household. Similar instances night be strung out interminably. This would seem to answer Procter & Collier's question as to

whether mail-order houses sell to other than farmers. The farmer is a heavy mail-order buyer for a variety of reasons. But the persistent belief that he is the mainstay of the catalog business is hard to understand. He was foremost among the early mail-order buyers, owing to the worse than indifferent facilities afforded him by the country and small-town retailers and to the difficulty of getting to market. This, however, has changed to a considerable extent. stores are so much better than those of twenty years ago that there is no comparison. Good roads and automobiles have put the farmer in close and comfortable touch with large-town stocks. Contrary to the popular belief, industrial centers as well as farming communities offer mail-order houses a fruitful market. One of the best mail-order States in the Union is Pennsylvania and analysis shows that the sales are largely to people in the mine and steel districts rather than to those on the farms.

The farmer does not buy nearly so much mail-order merchandise today as he did even ten years ago. To equalize this condition, the mailorder houses have extended their activities into cities. Formerly it was impossible for a resident of Chicago to get a Sears, Roebuck or Montgomery Ward catalog. It would be sent to people in suburban towns but not to the city proper. All this has changed. If anybody in Chicago, Philadelphia, St. Paul, Fort Worth or any other city where Sears or Ward have distributing houses wants a catalog, all he has to do is ask for it. Then he can order his merchandise by mail or telephone and the transaction is put through in just the same way as when orders are received from any small town. This city business, entirely aside from that gained by Sears and Ward in their local retail stores, reaches a huge total.

# The best

"selling" we can do for ourselves is to get the users of our service—those to whom we have rendered market survey reports—to tell their experience to others.

The most valuable service we can render a new customer is to get the users of his product (or of his competitors' products) to tell their experiences to him.

It's remarkable what such facts will do in changing the perspective of the management.

## R.O. EASTMAN

Incorporated

7016 Euclid Avenue, Cleveland 113 West 42nd Street, New York

Mail-order selling is so facile that it can be adapted to almost any class of buyer. The house of Walter Field in Chicago, for instance, does a huge business in men's clothing and women's ready. to-wear among the negroes and "poor whites" of the South, The merchandise is sent C.O.D. and the postman does the collecting. If these people would wait until ther had money enough to send cash in advance for the garments, many of the purchases would never be made But when the merchandise has been ordered and is waiting at the post office or express office, the buyer's going to get the money some way. Only a small percentage of the Field shipments are sent back because of failure to pay.

In sizing up the range of mailorder selling, it is helpful to consider an element of the procedure that is not generally known. This is the practice used by some smaller houses of selling their mailing lists. We know of one Chicago organization selling a specialty item by mail that disposes of its names at \$8 per thousand. It advertises its commodity and seeks inquiries. These are followed up and then the names are turned over to a firm that specializes on selling mailing lists. Thus in time the person who expressed an interest in the one item may be approached in behalf of a number of others. This practice, we understand, is out common, although naturally the firms disposing of the original list have not a great deal to sy about it.

Organizations starting in the mail-order business and selling a limited number of specialized items —or perhaps only one—prefer to circularize mailing lists obtained in this way rather than to start out and build lists of their own. The reason is that they want to get a firmly established as possible be fore exposing their business, so to speak. to possible competitors When they have exhausted the potentialities of the purchased lists they begin to advertise for propects. The theory behind all this is that people who have made the inquiries in the first place and pos-

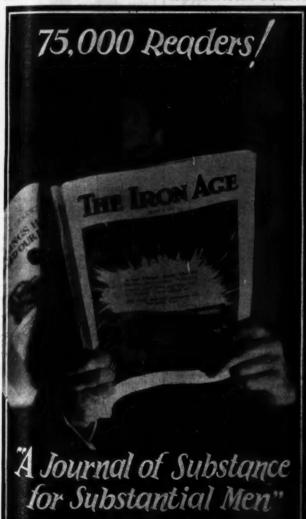


Sept. 15, 1927

PRINTERS' INK

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## COMPETENT SALES MANAGER

Now open for a substantial connection

One of our clients, who is an extremely capable, experienced and versatile sales executive, is desirous of making a high grade connection. He has traveled extensively and is thoroughly conversant with market conditions throughout the United States.

His experience embraces six and a half years as sales manager in St. Louis for one of America's largest motor car manufacturers, and, later, the direction of a large sales force which marketed eighteen million dollars' worth of securities.

He has recently terminated a connection as active directing head of a national organization of approximately eight hundred salesmen who, under his supervision, have successfully marketed real estate aggregating to more than forty million dollars.

He is not a promoter and will not be interested in any promotions. He will consider only a connection of the highest character and naturally is in a position to furnish the best of references. Any high class firm desirous of securing the services of a man of this calibre and experience'is invited to get in touch by letter only with

#### **GRACE & HOLLIDAY**

Advertising Counsel
366 MADISON AVENUE
NEW YORK

sibly purchased merchandise as a result have begun to develop the mail-order mind. Hence they are more susceptible to that kind of selling than are people who are approached for the first time, even after they have answered an advertisement.

The interchanging of lists, if that is the proper descriptive term, is largely responsible for the advances made by mail-order selling in a long list of specialties and to a rather remarkable variety of people. Few realize the extent to which this has grown.

ANYTHING CAN BE SOLD BY MAIL

The foregoing answers, in fact. Procter & Collier's question as to the classes of merchandise sold by mail. There is substantially no limit so far as we know. Almost anything that can be sold out of a stock can be sold out of a catalog. Butler Brothers sell 40,000 or more items by mail, including cam-An enterprising gentleman down in Texas worked up a sizable business selling saddle horses by mail. He advertises in high-class publications, gets inquiries from a good type of people and consummates the transaction by letter. The Gordon-Van Tine Company of Davenport, Iowa, sells materials for building houses of almost any size, the lumber and other items being cut and made to fit certain specifi-After the man gets his house built, he can furnish it com-pletely out of a Sears or Ward catalog. From other mail-order firms he can buy the trees, shrubs, bulbs and seeds to put his yard in

We cannot name, offhand, any essential items that are sold "mostly" by mail. We doubt if there are any. If a commodity is legitimate, it is difficult to see why the mails would offer a better seling vehicle. All things considered, it is easier to sell face-to-face than by letter or catalog. But, generally speaking, what can be sold on way can be sold the other. It is not necessary that the goods be trade-marked, although of course, well-known trade-marks are a powerful aid to selling.—[Ed. Print-

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# 10 Years of Service!

The greatest issue ever published of an export journal, the 50th ANNIVERSARY NUMBER of the AMERI-CAN EXPORTER is

Now in Active Preparation



This issue will make a deep impression on the trade all over the world beause of its special features, including tracing the developments in commerce and industries. It will be kept for many months to come. It will fittingly mark 50 years of service to the field of foreign trade.

An exceptionally high value for the advertiser lies in this issue because a will put over a sales story aimed to attract great attention overseas. The advertiser will get extra circulation and extra long life to the sales message—yet regular rates prevail.

It is an opportunity that comes once in 50 years!

Issue dated January, and published in English, Spanish and Portuguese

FORMS TO PRESS NOVEMBER 10TH

Start a regular campaign now and cash in on this Big Number.

370 Seventh Ave., New York

AMERICAN EXPORTER

# ONE MORE NEW MAN



GEORGE R. MAREK

Formerly Advertising Manager Northam Warren Corporation

FRANK SEAMAN Incorporated New York

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## The High Cost of Too Rapid Turnover

(Continued from page 8)

| Plus *11.3% typical jobbing<br>margin                      | .00746 |
|--|--------|
| Amount passed on to retailer<br>Plus "19.1% typical retail |        |
| margin   |        |
| Amount consumer pays                                       | .08749 |

The economic result of shifting the capital burden of carrying the year's supply of products on which only one turnover per year is physically possible for the producer, from the wholesaler and retailer, where it was widely and evenly distributed, back to shoulders of the producer, tends to make the consumer pay somewhere in the neighborhood of an 834 per This harsh recent higher price. sult is temporarily ameliorated to some extent by the smaller margins induced by present highly competitive conditions, at the expense of the producer.

But the tendency will break out

in a normal situation.

It is the shift of capital burden directly due to the rapid turnover movement that has confronted the fruit and vegetable canning industry with the present serious situation, involving the necessity for many producers completely to revise their previous methods of financing their packs.

All branches of business are agreed that a proper capital turnover is necessary and desirable. Everyone is in favor of it. The opposition is only to the present practice of over-doing it. "Controlled buying" is now advocated by trade leaders to displace hand-to-mouth buying. The name has a wise sound and commends the plan to careful consideration.

Progress in speeding up turnover as shown statistically has been less rapid than the actual trade reactions indicate. The drug and grocery fields furnish good examples.

In wholesale drug houses, where

# A Sales Executive of Rare Qualifications

He did his four years of undergraduate work in three, and then went to war. After that affair, he entered the Harvard Graduate School of Business Administration, and was graduated with an M.B.A. in June, 1920. For the last seven years he has been with one nationally known company, starting as a salesman at \$40 a week and rising to district manager with many times his initial salary—because he was a producer. He has the right grounding in education and experience. His fundamentals are sound. He is as clean as a whistle, enthusiastic and works like a Trojan. Married; one youngster. He will be available as soon as he can retire with fairness from his present job.

Address "B," Box 254 Printers' Ink

# AN AMBITIOUS ADVERTISING MAN

If you have contact with some active accounts and wish to be in business for yourself, an opportunity is open whereby you may purchase outright, or become a partner in a long-established New York City agency; individually owned and operated with full agency recognition.

Owner wishes to retire completely, or partially. Transaction must be for cash; principals only will be considered. Replies held in strict confidence.

Address "V.," Box 108, Printers' Ink.

<sup>\*</sup>Figures for cost operating (grocery) 1923 U. S. Department of Agriculture and Harvard Bureau.

# This agency COPY MAN seeks another desk

§ You've seen his copy in the national magazines. He has a genuine "feel" for words—a knack for expressing a copy thought in an unusual manner.

I Back of it all he has seven years of agency experience as copy writer, copy chief and plan man. Writing copy for twenty-seven different accounts (eleven national) has made him an unusually versatile agency creative man. He's a human sort ... perhaps that's why his copy gets results.

9 He's ready soon to leave his present position with a well known New York agency for \$6000 a year and a future.

Address "A" Box 253, Care of Printers' lnk

# Advertising and Sales Executive

An agency trained advertising executive seeks a connection where initiative, tact, and sound advertising judgment are requisite. He is a good salesman and knows advertising and merchandising from six years' experience with one of the leading agencies. Could fill an advertising managership which required real sales sense, or do effective work as an account executive. Is married; 34; and has an established record of accomplishment. Address "C," Box 256, Printers' Ink.

from 40,000 to 60,000 items are carried in stock, many of which are essential to a complete service stock and yet in only occasional demand, the stock turn is necessarily slow compared to the turn in wholesale grocery houses whose average stock includes only 3,500 items. The average stock turn of the former is from three to six times a year, a few exceptions running higher; and of the latter, according to recent figures, fire and a half, with a considerable proportion running higher.

#### TURNOVER IN RETAIL FIELD

In the retail field a similar relationship holds. The retail drug store with 10,000 items effects 21 stock turns, compared to the retail grocer's 2,000 items with seven to twelve turns; while the drug chains attain as high as twelve and grocery chains (individual retail store as distinguished from warehouse). twenty-five and higher.

The number of so-called "service" items included in stock—slow-turning items, carried not because they are profitable, but for the convenience of customers—has a substantial influence upon the rate of turnover, as does also duplication of stock—carrying more than one brand of the same commodity.

Some drug stores stock as high as 100 kinds of cough medicine.

Turnover is vital in the management program and it can be administered to save as well as to make money for business.

#### E. A. Neutzenholzer Heads Springfield, Ohio, "Sun"

E. A. Neutzenholzer has been appointed president and general manager of the Springfield, Ohio, Sun. For the last ten years he has been advertising manager of the Akron, Ohio, Beacon Journal. Charles L. Knight is publisher of both papers.

#### Alfred Zimmerman Joins Plainfield "Courier-News"

Alfred Zimmerman, for the last tweatv-five years advertising manager of the "World Almanae," published by the New York World, has resigned to join the Plainfield, N. J., Courier-New st assistant business manager. 1927 are which Tvice ional ecesturn whose 3,500 n of six tions atter, five rable

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critical public, we have endeavored to make this magazine so attractive, smart and interesting that it will not only be a welcome diversion during intermissions at the play, but will find its way to the home of every patron. Furthermore, it will be our constant aim to add features that will increase the interest of theatre patrons in THE PLAYGOER - and further enhance its value to the advertisers; practical suggestions to that

Distributed in all

end are welcome.

measure up to the standard of this group. They are people of affluence and influence, and, therefore, shape the public's demands.

The 1927-28 theatrical season is now under way and both local and national advertisers should avail themselves of this opportunity to present their message in the most direct and

effective manner to this Selected Market—that is, through

the Leading Theatres

Playgoe:

# AHEAD OF ALL FARM WEEKLIES

in paid commercial advertising lineage

IN MAY ~ JULY ~ AUGUST

This dominance by the Pacific Rural Press in these summer months is due to the year-round high quality California farm market and to the best coverage of that market with a circulation that for 57 years has been sold without the use of premiums, clubbing or forcing methods.

Business is good in California

# PACIFIC RURAL PRESS

CALIFORNIA FARMER

San Francisco—CALIFORNIA—Los Angeles



5. 1027

# FARM PAPER SUMMARY FOR AUGUST

# COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock and classified advertising)

| MONTHLIE                | 8.     |        |
|-------------------------|--------|--------|
|                         | 1926   | 1927   |
|                         | Lines  | Lines  |
| Country Gentlemen       | 52,641 | 43,804 |
| Successful Farming      | 14,988 | 16,202 |
| California Citrograph   | 14,347 | 13,928 |
| Better Fruit            | 3,624  | 12,083 |
| Farm Journal            | 13,105 | 10,497 |
| Capper's Farmer         | 9,850  | 10,131 |
| Farm & Fireside         | 7,892  | 9,587  |
| The Dairy Farmer        | *9,269 | 6,845  |
| Farm Mechanics          | 10,536 | 6,653  |
| Florida Grower †        | 18,487 | 6,200  |
| Amer. Fruit Grower Mag. | 6,737  | 5,196  |
| Farm Life               | 4,105  | 4,330  |
| American Farming        | 3,434  | 4,160  |
| Pacific Homestead       | 3,954  | 3,688  |
| Am. Produce Grower      |        | 2,905  |
| Power Farming           | 4,073  | 2,275  |
| Farmers' Home Journal   | 3.716  | 1.407  |

t Four issues.

| † Four issues.                 |        |
|--------------------------------|--------|
| SEMI-MONTHLIES Lines           | Lines  |
| Hoard's Dairyman 22,466        | 20,042 |
| Dakota Farmer 21,974           | 18,806 |
| Missouri Ruralist 18,913       | 15,463 |
| Mich. Business Farmer 12,347   | 15,052 |
| Utah Farmer 11,829             | 13,468 |
| Okla. Farmer-Stockman. 21,528  | 13,369 |
| Breeder's Gazette*17,033       | 12,071 |
| Montana Farmer 13,042          | 11,736 |
| Farmst'd Stock & Home 16,262   | 10,874 |
| Western Farm Life 9,646        | 10,357 |
| Southern Agriculturist 14,100  | 8,635  |
| Southern Ruralist 14,971       | 8,469  |
| Orange Judd III. Farmer 17,599 | 7,951  |
| Southern Planter 10,655        | 7,116  |
| S. D. Farmer & Breeder 5,524   | 5,145  |
| Missouri Farmer 5,107          | 3,587  |
| Modern Farming 4,685           | 2,515  |
| Southern Cultivator &          |        |
| Farming 8,126                  | 2,430  |
| Ark. Farmer & Homestead 4,345  | 306    |

Total ......250,152 187,392 \* Four issues.

WEEKLIES (Four Issues)

Pacific Rural Press ... 31,976 28,845
Nebraska Farmer ... 26,519 28,207

# Advertising Salesmen

The development of our business has made an opening for an able advertising salesman.

A record of initiative is of vital importance. A good knowledge of sales and marketing is necessary and such experience in grocery and hardware fields would be desirable.

Please give us a brief outline of your career. The information will be held strictly confidential.

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY

79 Madison Avenue, New York City

Publishers of
"GOOD HARDWARE"
"THE PROGRESSIVE GROCER"

# WANTED Sales Manager

If we could find a man who could locate and bring into this organization, train and direct a number of high caliber producing salesmen, men able to meet and sell biggest executives a service involving contracts of large size, we would make a place for that man on a basis of salary plus bonus commensurate with his accomplishment.

We are a strong national business service organization, with many years of success behind us and many more before us.

Our need of this man is not pressing, but when he shows himself and proves that he is the man, he will find us ready to do business. Address "E," Box 257, Printers' Ink.

Total

# ADVERTISING EXECUTIVE

Now located in Chicago. desires connection in smaller city. Several years of valuable experience in copy, selling, merchandising and office management can be brought to some agency, advertiser or publication -salary requirements reasonable for the right opportunity and pleasant environment. Prefer the South or the West.

Address "J.," Box 252, Printers' Ink, 231 South La Salle St., Chicago, Ill.

# Nation - Wide Sale of Lumber

in markets thousands of miles away from sawmills makes price quotations indispensible to manufacturers and dealers - over 12,000 lumbermen get theirs weekly from the

Est. 1873 CHICAGO A. R. C.

For a monthly close-up of the West-

120 Pages - News - Features - Review - Art Trial Subscription, 6 Mos. \$1 -- Sample 25c

| 1                       | Lines  | Lines  |
|-------------------------|--------|--------|
| California Cultivator   | 33,734 | 27,036 |
| The Farmer              | 29,601 | 25,859 |
| Iowa Homestead          | 25,427 | 25,813 |
| Farm & Ranch            | 19,781 | 25,014 |
| Wallaces' Farmer        | 25,368 | 23,100 |
| Prairie Farmer          | 23,416 | 22,945 |
| Michigan Farmer         | 23,850 | 22,808 |
| Wisconsin Farmer        | 17,919 | 21,952 |
| Ohio Farmer             | 23,898 | 21,681 |
| Wisconsin Agriculturist | 28,027 | 21,446 |
| The Farmer's Guide      | 24,402 | 19,533 |
| Pennsylvania Farmer .   | 22,710 | 19,443 |
| Rural New Yorker        | 23,742 | 19,224 |
| Washington Farmer       | 18,925 | 18,360 |
| Oregon Farmer           | 18,854 | 18,328 |
| Kansas Farmer Mail &    |        |        |
| Breeze                  | 23,880 | 18,077 |
| New England Homestead   | 23,403 | 17,812 |
| Idaho Farmer            | 17,461 | 17,670 |
| Ohio Stockman & Farm.   | 19,602 | 14,928 |
| Progressive Farmer &    |        |        |
| Farm Woman              | 21,942 | 13,343 |
| Penn. Stockman &        |        |        |
| Farmer                  | 18,325 | 13,336 |
| American Agriculturist. | 16,625 | 13,145 |
| Dairymen's League News  | 7,085  | 5,683  |
|                         |        |        |

#### FARM NEWSPAPERS

. 566,472 503,588

66,727 49,097

| (Five Issues)                  |        |
|--------------------------------|--------|
| Lines                          | Lines  |
| Kansas City Weekly Star*18,257 | 18,074 |
| Memphis Weekly Com-            |        |
| mercial Appeal 7,773           | 8,327  |
| Dallas Semi-Weekly             |        |
| Farm News*11,788               | *8,135 |
| Atlanta Tri-Weekly Jour. 9,548 | 5,501  |
| Atlanta Tri-Weekly .Con-       |        |
| stitution 12,479               | 5,266  |
| Kansas City Weekly             |        |
| Journal *6,882                 | *3,794 |
| -                              | -      |

Grand Total .......1,064,109 899,968

\* Four issues. (Figures compiled by Advertising Record Company.)

### J. S. Roney with "Liberty"

John S. Roney has joined the advertising staff of Liberty, representing the Western advertising department in the Ohio territory adjacent to Cievland He formerly represented the Curtis Publishing Company in that territory and was, at one time, with the Cievland office of Reincke-Ellis Company. Chicago advertising agency.

Lines 27,036 25,859 25,813

25,014 23,100 22,945

22,808 21,952 21,681 21,446

9,533

9.224

8,360

8,128

8,077 7,812

7,670

4,928 3,343 3,336

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Write for a suggestion on your

# Advertising To Your Retailer

MANUFACTURERS, wholesalers, jobbers and their national advertising agents now have at their command, through this new special service, that important language which the retailer understands and heeds.

This new specialization in advertising is based on years of successful work in planning and writing the retailer's own advertising.

Write for a suggestion covering your advertising to your retailer.



# David Lampe

Baltimore and St. Paul Streets · Baltimore, Md.

# SALES MANAGER WANTED

combining

# PRINTING AND ADVERTISING EXPERIENCE

A VERY exceptional opening for a man possessing the right combination of ability and experience to become one of the Directors of the largest concern of its kind in Montreal.

Substantial minimum salary will be guaranteed against an over riding commission and profit-sharing basis.

For the right man this should prove to be a life-long connection, with an opportunity to become financially interested after the completion of the first year.

We are not going to insist upon "full particulars regarding past experiences, references, samples of work and photograph with application". On the other hand, it will greatly facilitate matters if you will give us every bit of information which might assist us in determining whether it would be worth while taking your time and ours for an interview.

All applications will be treated in strict confidence.

Address Printers' Ink
"F", Box 258, 185 Madison Avenue, New York

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# PRINTERS' INK

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

Oppice: 185 Madison Avenue, New York City, Telephone: Ashland6500, President and Secretary, J. I. Romer, Vice-President, R. W. Lawrence, Treasurer, David Marcus, Sales Manager, Douglas Taylor.

Chicago Office: Illinois Merchants Bank Building, Gove Compton, Manager. Atlanta Office: 704 Walton Building, Geo. M. Kohn, Manager. St. Louis Office: Syndicate Trust Building, A.D. McKinnen, Manager.

A. D. McKinney, Manager.

San Francisco Office: 564 Market Street,
M. C. Mogensen, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$135;half page, \$67.50; quarter page, \$33.75; one-in-minimum of \$10.50; Classified, 75 ceuts a line-in-minimum of \$7.57.

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NEW YORK, SEPTEMBER 15, 1927

Return the Price-Cutters Back of an announcement recently made by E. R. Squibb & Sons, large advertisers of a line of pharmaceuticals, toilet goods, and household remedies, that its fight with the Owl Drug Company. a retail chain organization operating chiefly on the Pacific Coast, had

retail chain organization operating chiefly on the Pacific Coast, had been satisfactorily ended, there is considerable material for thought for manufacturers interested in the subject of price maintenance.

This particular fight started about a year ago. The Owl company, it was reported, announced deep slashes in the prices of Squibb products because of a refusal on the part of the Squibb company to give it "better" prices than those obtained by other distributors. Squibb, we are told then refused to sell to Owl under any considera-

tion because of Owl's announced determination to engage in what Squibb considered as "predatory price-cutting."

Many advertisers faced with such a situation have gone that far in endeavoring to stop what they considered "predatory price-cut-ting" by a retailer. Those who have gone to that stage in combating a retailer have, however, usually found that refusal to sell a retailer who wants to cut their price is but an idle gesture. The price-cutting retailer, they soon discover, does not find it difficult to obtain their product from other sources. It is far easier for the retailer to get the product than it is for the manufacturer to stop him from getting it. Federal laws hinder the manufacturer. Most manufacturers who wake up to a realization of this fact throw up their hands in helplessness and plead to Washington for legislative relief. Not so with Squibb.

Squibb decided to fight pricecutting with more price-cutting. It went to owners of competing drug stores, located in the vicinity of Owl stores, and apparently spoke to them in this manner: "We want you to match Owl cut for cut on the prices of our prod-We'll take care of you on supplies. We are not selling our products to Owl. We will sell you and we'll sell you so that you will be able to make a profit on every Squibb sale. It may not be as much profit as you are accustomed to but it will nevertheless be a profit." On that basis the battle went on for months until it was ended by conferences between Squibb and Owl officials which resulted, according to an announce-ment made by Squibb, in the sign-ing by the Owl Company of a "Squibb's Distributor's Franchise." Under that franchise, so the Squibb announcement says, the Owl com-pany "will henceforth enjoy the same benefits in the marketing of Squibb products as are accorded under the terms of the Squibb Sales Policy to thousands of other retail druggists of the United States."

This fight between a manufacturer and a retailer will stand out ed

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prominently in the history of pricemaintenance. Up until the time Squibb returned the fire of the Owl company by meeting Owl cuts on its products cut for cut, the retailer had been allowed to continue as the aggressor in pricecutting without a return of blows. The manufacturer invariably remained passive. He was afraid to fight back. He lacked nerve. The big lesson in the Squibb case for other manufacturers who are bewildered and confused by pricecutting retailers is that nerve and courage have considerable value in correcting price-cutting abuses.

For several Over and months one of Away from the more enterthe Counter Chicago prising men's clothing stores has been sending its salesmen out to call on prospective customers. Carrying samples of fabrics these salesmen have proved that the store could sell more merchandise by thus increasing the mobility of its force. Now that this dealer is about to open a second store he announces that half his selling force will work outside all of the time.

Exclusive shops in several cities have followed this practice of cruising salesmen for some time, but it has never become an important part of retailing, especially with larger stores. Retailing has generally been taken to mean selling over the counter. Until the direct-selling houses began to realize the importance of selecting their men with care, of bonding them and of advertising them to the public, selling at retail away from the counter was deprecated and looked down on. That condition no longer generally holds true. Retailers know, as do manufacturers whose reliance is the retail dealer, that many times the houseto-house salesman can make the average dealer's salesman look like a novice, for the reason that the former knows his merchandise and how to sell it. He depends on himself and his merchandise alone. The retailer's clerk, too often, counts on store atmosphere to pull him through. The person approaching the clerk and inquiring about merchandise is apt to be half sold anyway, and many clerks appear to feel they need make little effort.

The idea of having the dealer's salesmen spend a good part of their time in calling on prospects outside of the store is one that many manufacturers could profitably develop into a plan for their trade. There is every prospect that it could be made the direct means to increased volume without increased expense. There is one relevant detail, however, that can be regarded as pretty much of a certainty. The manufacturer who approaches his retailers with the suggestion that they send their salesmen out to call on prospects will not be the big gainer. The average retailer is surfeited with advice. What he wants is a plan worked out in as complete detail as possible that he can adopt entirely or practically in its entirety.

Warn Public Several months ago attention was of called in the col-Counterfeits umns of PRINT-ERS' INK to the widespread and growing practice of counterfeiting advertised articles. The purpose was to warn manufacturers against this danger to their products. Then a further step was taken. Articles were published showing how certain businesses, such as Pinaud and Lysol, were meeting the problem. Such articles were addressed to manufacturers and were read by them because they appealed to a certain legitimately selfish instinct, namely, a desire to safeguard their reputation and integrity and to reap the financial rewards that accrue to one having an honorable reputation.

The greatest amount of counterfeiting has been done in the drug field. The subject, quite naturally could not escape the eve of publications in that field. The National Retail Druggists Association Journal has on several occasions commented on the matter. Recently it has spoken with considerable severity to retail druggists. We quote the following taken from an editorial in that publication:

"Quite naturally we approach this subject with considerable reluctance because we believe that the great mass of retailers scattered throughout the country have a very clear conception of their duty in the premises and, therefore, re-frain from all forms of substitution, but when the evidence is laid before us, as has recently been done, showing beyond the shadow of a doubt that preparations other than the genuine are being offered and sold under trade names, such as Lysol and Listerine, we are forced to admit the existence of a condition that fully justifies fur-ther caustic comment."

This brief quotation is introduced here to show that the retail druggist, like the manufacturer, is being appealed to in this matter on selfish grounds. He is being warned in plain terms that he is liable to civil and criminal prosecution for selling counterfeit prod-

ucts.

The more we consider this subject the more we come to the opinion that what has thus far been done is not sufficient. The been done is not sufficient. The appeal is not broad enough. The manufacturer and retailer, it is true, are both in danger of suffering financially from counterfeiting and should, because of that reason, take steps to protect themselves. The public that buys the preparadrug manufacturers of through retail druggists, however, is the more important party. Its danger in the matter-a greater danger than that of seller and retailer has not been sufficiently considered. When it is remembered that the majority of the counterfeiting is being done by the selfsame crooks that are illegally making and selling intoxicating liquors from denatured alcohol, serious thought should be given to ways and means to put the public on its guard against counterfeit drugs that may mean serious injury or loss of life. The public has a right to protection against this criminal practice that now prevails in the drug industry.

The difficulties that beset any one drug house in undertaking the job of putting the public on its

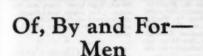
guard are too many. The job is plainly one that calls for co-operative endeavor. The drug industry might well consider, for the public good, the possibility of using advertising on a co-operative basis, to put the public on guard against counterfeits of standard articles.

Superlative state-Consumer's ments in adver-Fright tising copy have been condemned so frequently that we are tempted to steer clear of the subject because of its very triteness. It would seem that every ill result that might possibly follow in the train of exaggerated copy has already been tagged and called to the attention of the advertising fraternity.

However, our attention was called recently to a phase of the matter which, even though it may have been remarked on before, is sufficiently timely to warrant repetition. We refer to the confusing effect exaggerated statements have upon those individuals who are actually seriously contemplating the purchase of an article and who read the advertisements of the concerns making the product they

have in mind. When this advertising consists of reckless superlatives, the reader of the copy ends up in total con-fusion concerning the relative merits of the different brands. If he is looking for an automobile, he comes across advertisements featuring performance claims for cars selling under the \$1,000 mark that parallel performance claims for cars in the \$3,000 group. If he reads radio advertisements, he finds sets that sell for \$100 or less being advertised to give the same results as \$500 sets. Much the same applies to the advertising of such products as electric refrigerators, oil heaters, etc.

The result is that the would-be purchaser doubts his ability to make a sound selection. He loses faith in the product and everyone Psychologically who makes it. speaking, he suffers from a severe dose of consumer fright-and a bewildered and scared prospect seldom becomes a customer.



Just as the great majority of those who write stories of the West, of adventure, mystery and romance for the magazines of the ALL-FICTION FIELD are men, so, too, the far-flung audience which they command is predominantly male.

Here are no boudoir broncho busters, no tea room pirates, but, rather, the sort of upstanding men of action about whose adventures every man with blood that is red loves to read.

\$3,100 a page

# All-Fiction Field

Magazines of Clean Fiction

NEW YORK CHICAGO BOSTON SAN FRANCISCO

# Advertising Club News

#### Milwaukee Club Appoints Committee Chairmen

Irving C. Buntman, president of the Milwaukee Advertising Club, has announced committee appointments for the new business year. Activities of the various committees will be under the following chairmen: Program committee, Charles Crabb; activities surveys, W. Paul Ferris; membership, Ed Shurick; attendance, R. J. Stock; welcome, Fred Wriksen; publication, L. S. McMeeking; editor of "The Torch," Horace M. Kinne: publicity, Harry Gwaltney; finance, Vinton M. Pace; Better Business Bureau, Alexander M. Candee; aviation, Elling O. Weeks; employment, Raymond F. Kieft and Detroit convention delegation arrange-

Detroit convention delegation arrangements, Frank Pettric. Walter Wier has been elected executive chairman of the direct-mail departmental.

The Milwanter Advectising Club

direct-mail departmental.

The Milwaukee Advertising Club opened its fall and winter series of luncheon meetings on September 8, when Dr. Frederic A. Russell made the principal address on the subject, "Advertising, Can It Hope to Be a Science!" The meetings are held at the Milwaukee Athletic Club on Thursdays.

#### Lancaster Club Backs Better Business Bureau

The Lancaster, Pa Advertising Club, is working to establish a Better Business Bureau in that city. James H. Ross, president of the club, appointed a committee to organize a bureau, which committee has perfected its plans and

committee has perfected its plans and hopes to complete subscriptions by October 1. Herbert H. Herr is chairman of the Bureau committee.

Among the other newly appointed committee chairmen are Kenyon Stevenson, speakers; John Carter, civic affairs; Oliver J. Keller, publicity; Lowell H. Halligan, membership, and C. Thorban. entertainment.

Thorban, entertainment.

#### Toledo Club Appoints Committees

The Advertising Club of Toledo, Ohio, has appointed Maurice Marenberg to head its membership committee. Other chairmen include: A. Dean, entertainment; John Munn, financial; T. Sewell, Better Business Bureau; Arthur Merry, program; T. D. Downie, publication; Maurice Elgutter, publicity and T. L. Miller. convention. Miller, convention.

#### Seattle Club Forms Women's Activities Committee

The Advertising Club of Seattle, Wash, has organized a women's activities committee with Constance Patterson as chairman. The new committee has challenged the men to a membership race this fall.

#### Hits Copy with Too Many Hand-drawn Orgies

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Criticism of the modern trend toward Criticism of the modern trend toward the extreme in advertising copy was the subject of an address by Rosco C. Clark, of Eli, Lilly & Company, lefore the Advertising Club of Indian apolis, Ind. He was speaking Copy?

Shall We Write Advertising Copy?

Shall We Write Advertising Copy?"
"Let's have more simple and sincer
advertising," he said. "Let us write
advertising copy in such terms that
it will be understood and appreciated
by all classes of persons. There is to
much 'high-brow' copy and ultra-radical
copy. Too many hand-drawn orgies are
perpetrated on the public. We ought in
strive for naturalness in all advertising
copy."

#### To Hold Group Conference of Blanket Manufacturers

labeling advertising The and The labeling and advertising of blankets, with particular reference to the use of the words, "part wool," will be the subject of discussion at a meeting called by the National Better Business Burcau, at New York on September 21. Fifteen blanket manufacturers and

Fifteen blanket manutacturers and eleven advertising agencies have been invited to be represented at the meting, at which the results of a questionnaire submitted to housewine throughout the country-regarding their interpretation of the term, "part weel" will be presented by the Bureau.

#### Advertising Course Will Cover Five Campaign Types

A new course in advertising, sup-ported by the Milwaukee Association of Commerce and the Milwaukee Adver-tising Club, will open shortly at Ma-quette University, Milwaukee, under direction of Dean J. F. Pyle, Walter Abel and F. U. Webster. Five typical campaigns to be analyzed are: Distrib-tion, dealer co-operation, direct-mail tion, dealer co-operation, direct-mail sales, general good-will, and retail trade.

#### Poor Richard Club to Have "Plane Repast"

The annual banquet of the Poor Richard Club, Philadelphia, to be held no January 17, will be known as "A Plane Repast." Karl Bloomingdale ichairman of the banquet committee.

The fall field day of the club will be the fall field on September 27, at the Manufacturers Country Club. Howard C. Stary is chairman of the committee in charge.

#### E. J. Birk Joins The Harrison Company

E. Julian Birk has joined the sales and executive staff of The Harrison Company, St. Louis, engraving. He was recently executive secretary of the Advertising Club of St. Louis.

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#### Chicago Council Given Hints on Writing Sales Letters

on vertility Sales Letters

"Every letter that goes out of a house should be a sales letter regardless of its nature or contents," Charles R. Wiers of The Spirella Company, Niagara Falls, N. Y., told several hundred advertising men and women at a special meeting of the Chicago Advertising Commit on September 9. No business letter should ever be started, the speaker added, until the writer has asked himself: Who is my customer? What does he want? Which is the most important of his needs? Which is next importance? in importance?

importance?
"The day is past when we must strive only for letters that are just fair," declared Mr. Wiers. "The real job of any well organized business is to make all of its letters the very best that can possibly be turned out. What puzzles me is why the modern letter writer doesn't give more thought to the added touch which in thousands of cases represents the difference between a good letter and a had one. It is the added touch that lifts a letter above the common and gives it the indefinable something which people like and which usually inspires them to travel along with us.

nually inspires them to travel along with us.

"A clear explanation concerning any matter usually calls for facts instead of generalities. If you use facts, you say something, whereas if you use generalities, you believe you are saying something when the truth is you are only idding yourself. Marshall your facts. Know your facts. Confine yourself to to the facts."

The meeting was called somewhat in advance of the time usually set for the opening of the Advertising Council's fall season to enable members of the council to meet with the board of governors of the International Direct Mail Advertising Association.

#### Philadelphia Women Select Chairmen

Miss Florence Dart, president of the Philadelphia Club of Advertising Women, Philadelphia, has appointed Catherine H. Follman as chairman of the program committee. Among the other committee chairmen appointed were Viola Wildermuth, membership; Elizabeth M. Townsend, publicity; Ellen S. Patten, Better Business Bureau, and Nan Collins, editor of "Adland News."

#### G. H. Campbell Heads Legion Convention Band

Glenn H. Campbell, president of the Toledo, Ohio Advertising Club, and commander of the Advertising Men's Post of the American Legion of that city, recently sailed for the Legion convention at Paris, as manager of a large brass band. The Ohio Legislature appropriated \$12,000 to send the band to Paris. It was recruited from various Ohio Legion poets. Ohio Legion posts.

#### Advertising Specialty Association to Meet

Problems of sales organization and methods of using specialties in sales pro-motion are two of the principal topics to be considered at the twenty-fourth an-nual convention of the Advertising Specialty Association, at the Hotel Sherman, Chicago, from September 19 to 22. Among the speakers who will address the convention sessions and their

dress the convention sessions and their subjects are:
Charles R. Holden, vice-president, Union Trust Company, Chicago, "The General Economic Situation"; Eric Scudder, president, The Citrus Products Company, Chicago, "How a National Advertiser Uses Advertising Specialties"; H. C. Kenagy, director of training and personnel research, Armour & Company, Chicago, "Can Mental Tests Be Used in Selecting Saleamen?"; Grace Usher Shuey, analyst, "How to Know Your Customer to Make the Correct Appeal."

Correct Appeal."

At the annual hanquet on September 22, Westbrook Pegler, sports writer on the staff of the Chicago Tribuse will speak. Two floors of the Hotel Sherman will be devoted to exhibits this year which are open to the public as well as association members.

### Harry Giovannoli Leaves Lexington "Leader"

Harry Giovannoli has resigned as editor and manager of the Lexington, Ky., Lesder, a position he held for fourteen years. John G. Stoll, owner of the Lesder, is now editor and publisher. F. B. Wachs has been made general manager. He has been with this paper

for eight years.

#### P. J. Kelly Returns to B. F. Goodrich

Philip J. Kelly, formerly advertising manager of the Mason Tire & Rubber Company of New York, Inc., Kent, Ohio, has joined the advertising staff of the B. F. Goodrich Rubber Company, Akron, Ohio. He was formerly associated with the Goodrich company for six years.

#### J. A. Mitchell Leaves McKesson & Robbins

John A. Mitchell, general sales man-ager of McKesson & Robbins, Inc., Bridgeport, Conn., drugs, has resigned. His duties will be taken over by F. Donald Coster, president of the company, as no successor will be appointed.

#### H. H. Monk with Williams & Cunnyngham

Howard H. Monk has joined the Rock-ford, Ill., office of Williams & Cun-nyngham, Inc., advertising agency, as an account executive. He has been an instructor in advertising at the Uni-versity of Ilhaois.

# The Little Schoolmaster's Classroom

HE Schoolmaster has lived through the unfolding of so many seemingly impossible or improbable merchandising developments that hardly anything surprises him any more. But there is one proposition that to him is a source of never-ending wonderment. As he contemplates it, his eyes open as wide now as they did thirty years ago. This is the success some people attain despite their abysmal ignorance of some of the most ele-

mentary parts of selling.

This outburst is caused by a report of a conversation between an official of one of the country's largest soap manufacturing organizations and a high-powered salesman representing a farm paper. The representative tells the Schoolmaster that he approached the soap man in an effort to sell him "some advertising space." The three preceding words are enclosed in quotation marks because they represent the gentleman's own description of what he tried to sell.

"Oh, what's the use of our advertising to the farmer?" manufacturer impatiently asked. "He would never buy enough of our kind of soap (a laundry soap) to come anywhere near paying us for the outlay. Fully 90 per cent of the farm families of this country make their own soap."

representative The rose in righteous wrath at this-as he

should.

"Why, that's absurd!" he de-ared. "I am willing to bet you that not more than 50 per cent of the soap used on the farm is manu-

factured at home."

He was perfectly safe in offering to make the bet. According to a careful survey recently made by a farm paper organization, only about 15 per cent of farm consumed soap is home-made.

Both, then, were wrong. certainly should have known better. Incidentally the salesman did not sell the space. Perhaps he might

have got somewhere if he had tried to sell an idea with the space as the means by which it could be carried out. But his publication lost the business, he lost the commission and the manufacturer lost the profits that would have come from a properly conceived, consistently applied, advertising effort.

One of the most convincing demonstrations of a product that the Schoolmaster has ever come

across is this:

A young man with a package under his arm walked into a grocery store in the South. grocer nodded, greeted the young man with a genial good morning and asked what he could do for him.

"I'd like a can of Wesson oil,

please."

The grocer took the oil from his elf. "Anything else?"
"Yes. An egg, please."

The grocer raised his eyebrows, but said nothing and brought the egg. When he got back to the counter, the customer had taken out a small earthenware jar and an egg-beater and was opening the

can of oil.

Before the grocer could ask what it all meant, the young man had cracked the egg, dropped yolk and white into the jar, added a tablespoonful of the Wesson oil and had begun to beat the mixture with an egg-beater. He added more oil. Then more. The grocer stared at the performance and the young fellow smiled.

"I'm making mayonnaise," he said simply. "Here, you turn this beater for a second."

The grocer took the beater, the young man finished emptying the can of oil into the jar, and the grocer whirled the contents. In a couple of minutes the young man stopped him. "There, your mayon-naise is all finished. Simple, eh?" he asked.

The grocer was grinning broad-The idea of his making mayonnaise like that tickled him. Then, "Say, who are you anyway?" he asked.

Other similar letters from:
American Face Brick Assm.
Armstrang Cork Co.
Brace Lumber Co.
Brace Lumber Co.
Chambo Brick Mile & Sugar Pine Assn.
Chambo Brick Mirs. Assm.
Cyan. Company
Defroit Steven acc Company
History Company
Lander Company
Lander Company
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Maje Cloring Mirs. Assm.
North Vestern Espanded Metal Co.
Righerts Wileas Co.
Fract. Company
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# In the words of-

Ray H. Lueneberg, Advertising Manager, Flax-li-num Insulating Co.

"After using your publication for several years we are very satisfied with the results attained and believe a considerable volume of our sales can be traced to our advertising in the National Real Estate Journal."

The leaders use this publication for selling Realtors— America's Homebuilders.

A.B.C. REAL ESTATE A.B.P.
JOURNAL

Perter-Bede-Langtry Corporation 139 N. Clark St. Chicago

# On which side of the street. are Your homes?

THE PLANTANT inculated house soil seeler than those that see no insulated. Here are a few of the reasons why

The builder of the PLANCISCHUSE insulated housen can sell his buyers that they will keep counfortably waitin in white or case-third less cox—that this substantial saving to find will continue some so long as the building stands. He

that his PLAX-LI-NUM houses will be considerably cool in secures, spetaler

Small wonder that with this senerang of permanent economy and larring constort, such houses call easier and a better prices.

Builders who use FLAX-IJ-NUM know that its sales value far exceeds in cochat it is one of the most effective features to use in cheeing the cale.

# "FLAX-LI-NUM Insulated" Hurries the Sale to a Successful Close

Two have a wonder-faile officiative cellstage points who your beauser on tentillated with PLAKE 1-5-13.1. Item can generations that the beause can be large to the control of the cellstage of th

as can generate that the home will be comendy cool in summer. You can point out that mad your buyers how to sell, they can get a good other

the permanent of FLAZ-Follow and the character of the master been proved for more than a superior years. Being made solving from partial that from FLAZ-LI-NUM conservation. Coming in small-right thesis. It is easy to standy and faculty. It never source are conservations of the standy and faculty. It never source are conservations.

Baine transiled believes between the contex of inner welfs, the PLAL-LI-VICA tended create two additional suctions restorates. Not only FLAX-LI-VICA a superior tensorial, but its methos gives the highest efficiency. Let us sell you has other buildone are predicted under PLAX-LI-VICA to futery the sale to a successful closs.

PLAK-LENUM INSULATING COMPANY, S. Post, Mice



# E.D.Monetti COMMERCIAL ART 70 FIFTH AVENUE, N.Y. Room 606 — Tel. Chelsea 3467



DESIGNS, LETTERING FIGURE, STILL LIFE & DECORATIONS FOR EVERY PURPOSE



# House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company 607 Caxton Bullding: Cleveland, Ohio

#### If you use Direct-Mail-

Tou'll find POSTAGE—devoted to Advertising and Selling by Letters, Folders, Booklets, etc.—a good investment. Clip the heading of this ad, pin it to your letter-head and receive POSTAGE for 6 mooths. Bill for 31 will follow. Every issue contains Direct-Mail Ideas you can use.

POSTAGE MAGAZINE 18 East 18th St. New York, N. Y.

### Great Britain

A young BRITISH SALES MANAGER, successfully serving a Feed House of world-wide reputs, is open to negotiate with as American Manufacturer for the permanent establishment of their products in the British islands. He is very dependable, Versatile and most through, possessing high crodentials, and a sales record to be proud of. Here is AN OPPORTUNITY. WITE BUSINESS BUILDER, "X," Box 250, Printers' Ink.

"Me? Oh, I'm a salesman. I sell Wesson oil," was the answer. "What do you think of that mayonnaise?"

"It looks fine."
"With a little spicing, it will taste just as fine as it looks."

A pause.
"Say, if I had a beater I could show my customers how to make this stuff, couldn't I?" The dealer was still glowing with enthusiasm over his feat.

"We stock beaters," replied the salesman. "And I can let you have earthenware jars, too. You can sell them with a can of oil, all ready for the customer to make her own mayonnaise at home to suit her taste."

The order was taken, and soon after that the grocer was demonstrating to his customers how eap it was to make their own salad dressing just as they wanted it.

This effective demonstration idea, the Schoolmaster was told, was the result of a salesman's discovery that he could dramatically use the oil he had for sale instead of just talking about it. The idea was effectively used over the United States as the basis of a campaign to increase consumer use of Wesson oil for mayonnaise.

The poster was in Yiddish, but it was perfectly clear what it was about. This was because at the top there was a picture of the counter and the little window, and a man industriously scribbling on a perfectly recognizable telegram blank; and at the bottom were the words "Western Union" in big, plain English block letters. Still, it seemed queer to see it in what the Schoolmaster had not considered a predominantly Jewish neighborhood.

A Western Union man was able to contribute an unusually interesting explanation. "We find," said he, "that foreign-language posters, provided they have the signature in English, or at least some identifying mark like the picture of our office with the sign displayed, are in some ways actually better than English posters. They not only appeal directly to the language-

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# Latest News On Window Displays

A message from the W.D.A.A. that every user, producer and installer of window display advertising should read

HERE'S the one big chance of the year to get the latest information on what is being done in window display advertising the 1927 Convention of the Window Display Advertising Association.

Remember—you can't buy books or get elaborate statistics on window display advertising. And knowledge gained from experience is often mighty expensive!

But experience will be free at this Convention—lots of it! You can get the benefit of what others have learned—some of them at no little cost—by just attending.

Here is only a small part of some of the interesting discussions planned:

Advertisers whose problem is to get the dealers to use their display material will be able to hear how some large concerns distribute theirs—by crews, by salesmen, by installers, by mail.

The Agency Viewpoint on window display will be the subject of a special talk by the representative of a large advertising agency.

Producers will get some really definite information from "Applying the Principles of Retail Window Display to the Problems of the National Advertiser."

There will also be an exhibit of everything new—different—novel, from which to draw inspiration for your program for coming campaigns.

Reserve October 4th, 5th and 6th NOW. Place: Hotel Pennsylvania, New York City. Everyone interested—whether member or not—is cordially invited. Write at once for complimentary tickets: Window Display Advertising Association, National Headquarters: 8 West 47th St., New York City.

#### District Sales Manager

Wishes to secure exclusive representation for Indiana for quality products to be sold to Wholesale Grocers, Drug, Hardware or Auto Accessory jobbers. Twelve years successful sales record, understands management of sales and advertising campaigns, can furnish retail salesmen to assist in dealer distribution.

W. T. RAMBE 4903 Washington Boulevard Indianapolis, Indiana

#### PRODUCTION

manager open for a connection with one of New York's smaller size agencies: Experienced in all duties of the department and can be had at a reasonable salary. Have you IT? "W.," Box 109, Printers' Ink.

WANTED — Superintendent for printing plant handling large work. Must be a man who has had some business experience as well as contact with customers. Excellent opportunity for right man. State experience and salary expected. Address "Y.," Box 251, Printers' Ink, 230 South Clark St., Chicago, Ill,



group addressed, but they attract far more attention from the English-speaking audience, than the same poster in English would do; and while of course the whole message doesn't get over, the main suggestion—the linking of 'Western Union' with telegraphic service—does.

"People like a flavor of mystery. The foreign-language poster, particularly one using a different alphabet, has an exotic flavor, and it also arouses curiosity. We see them stopping constantly to puzzle over it and speculate on what the message is—and of course they can guess near enough for our purposes."

Wonder if any other members of the Class using foreign-language advertising have experienced the same thing.

Is it wise to make an intentional mistake in your advertising for the purpose of causing the public to write you in order that you may determine how closely the public reads your advertising?

reads your advertising?

A member of the Class submits this question to the Schoolmaster.

"Some years ago, according to one of the account executives in our agency," writes this member of the Class, "the Palmolive Company used a poster advertisement showing a large picture of a mother and a child. The wedding ring was on the wrong hand of the mother. This mistake seemed to catch the eye of a countless number of people, many of whom wrote Palmolive about it.

"My friend, the account executive, says that if he were a large advertiser he would occasionally make mistakes of this kind in either copy or art for the express purpose of discovering whether or not the general public was looking at and examining his advertising.

"I have taken the opposite slant. I hold that aside from the fact that it would be dishonest intentionally to make mistakes it would be bad

#### "GIBBONS knows CANADA"

TORONTO

Cibbons Limited, Advertising Agents

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# ADVERTISING BY RADIO

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# THE GOLD MEDAL FLOUR STATION WCCO ST. PAUL—MINNEAPOLIS

This station is owned and operated by Washburn Crosby Company with the basic purpose of rendering the maximum radio service to the entire Northwest.

As national advertisers we have constantly endeavored in three years' operation of our station to determine the most effective methods and true value of radio advertising.

Our conclusions to date are that radio advertising, either local or national, devised and presented by an experienced personnel and broadcast from a station rendering continuous and acceptable service to the listener, is profitable when used to supplement comprehensive publicity through the usual mediums.

Our Betty Crocker is now telling the housewives of the country about GOLD MEDAL "Kitchen-tested" Flour through 18 different stations, and thus plays an important part in our own national campaign.

To advertisers who may be considering the use of radio on a national basis, we suggest as the result of our own experience the economy of a local experiment. We have found this procedure a saving investment.

To advertisers who wish to supplement their Northwestern schedule we suggest consideration of the radio as a medium.

Inquiries may result in mutual benefits.

ST. PAUL STUDIO Union Depot-St. Paul MINNEAPOLIS STUDIO Nicollet Hotel—Minneapolis

Sept. 15, 1927

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# COPY and LAYOUT MAN

#### WANTED

Permanent position for young man of ability and definite experience in writing technical and nontechnical copy, laying out and supervising execution of booklets, circulars, house organs, etc. Experience in preparation of window display material, and other types of dealer helps desirable but not essential. Do not call in person, but write fully, giving experience, references and salary expected. Address, D. M. Bauer, Advertising Department, Atwater Kent Manufacturing Company, 4700 Wissahickon Ave., Philadelphia.

THE Kemper-Thomas
Company, Manufacturers of the Barker Patented
Weatherproof signs, desires
the services of experienced
sign salesmen. Splendid
opportunity and immediate
work for the man who can
qualify. Apply, giving reference, at once to BARKER
SIGN DEPARTMENT,
KEMPER-THOMAS COMPANY, STATION "H,"
CINCINNATI, OHIO.

#### **Educational Lists**

Schools School Executives Teachers College Students Dealers in Student Trade

Send for Catalog of 500 Lists and Statistical Chart of Educational Field Educational Lists Co., Inc. 5835th Avo. N. T. C., 612 N. Mich. Avo. Chicago business because the public would get an impression that you were careless in the conduct of your business and perhaps not particular in the manufacture of your product. What is your opinion, Mr. Schoolmaster?"

The Schoolmaster's reply is that his opinion is in absolute accord with that of his correspondent. He agrees that no advertiser should make an intentional mistake in order to check up on the power of his advertising. There are other and better ways of doing such a job.

The manufacturers of candles have been enterprising in stimulating the sale of their merchandise. They have injected real color and beauty of design in candles and sales are increasing.

Now comes the Superior Industries, Inc., of Syracuse, with a new type of candle—the radio candle. According to businesspaper advertising "the candle has taken its place as a radio accessor and its best selling season with that of the radio—fall and winter."

The copy also states that "Nearer perfect radio reception is attained with all electric lights off; and the candle, with its refined, subdued effect, also helps to produce a more appropriate atmosphere for 'listening in'."

Here again imagination and a little thought are enlarging the market for a product; the use of which seems limited by suggesting a new and interesting use.

#### -CHICAGO-SALES EXECUTIVE

—¶ seeks new connection. Several years' experience with large nationally known manufacturers of Candy, Toilet Articles and Soap.

—I has unusual "merchandising ideas" and Sales Promotion ability. Last four years assistant to two Salesmanagers of companies spending over \$1,000,000 a year on national advertising. Pleasing personality, would make excellent "account executive" or magazine space salesman.

¶ Age 31, married, college graduate. Address "Z." Box 255, P. I. 027 uld ere

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#### Classified Advertisements

Rate, 75c a line for each insertion, Minimum order, \$3.75 First Forms Close Friday Noon; Final Closing Saturday

#### BUSINESS OPPORTUNITIES

Save you money on publications. Printer producing eight monthlies can take more. High-class work; individual service; only 2 hours from New York; messenger. Stryker Press, Washington, N. J.

Chicago Territory-Experienced advertising representative with own office de-sires additional publication on straight sires additional publication on straight commission exclusive territorial basis. Bax 672, Printers' Ink, Chicago Office. Advertising Salesman, with record of over \$100,000 new business in a year and some capital, desires part-interest with services in established trade paper. Box 701, Printers' Ink.

Old-established monthly trade paper of national circulation located in Chicago—\$7,500—for quick sale on account illness, half cash; large possibilities. Box 674, Printers' Ink.

WELL-ESTABLISHED MANUFAC-TURER with national sales force has several dull months of selling. Could essily handle one other line. Box 659, Printers' Ink.

A well established monthly Railway and Motor Bus Guide in upstate New York for sale. Non-competitive and in healthy condition with exceptional advertising possibilities. Box 664, Printers' Ink.

Eastern Representation - Advertising solicitor with ten years experience would like to hear from meritorious publications desiring representation in the New York territory. Box 673, Printers' Ink Own This Fine Printing and Direct Advertising Business, Pacific Coast Owner's other interests make it desirable

owner's other interests make it desirable to sell part or all of one of the best direct advertising businesses on the Pacific Coast. Business chiefly with agencies and advertisers—profitable now and can be greatly increased. Volume around \$150,000 a year. Small cash down payment—make the business pay the balance—Pacific Coast is growing. the balance-Pacific Coast is growingadvertisers developing rapidly—this business in exceptional position to profit by growth. Equipment complete and abso-lutely unexcelled. Owner will make amazing proposition to right man. 682, Printers' Ink.

FOR SALE IN NEW ENGLAND We have for immediate sale a prosperous evening daily exclusive in its field, toerening daily exclusive in its neid, to-rether with a printing plant doing high class booklet and job work. The total rolume of business of newspaper and printing exceeds \$75,000 annually. Price \$50,000 on very attractive terms. Modern printing plant, 4 linotypes, Ludlow, printing plant, 4 linotypes, Ludlow, Duplex press, two job presses, all office Junes press, two job presses, all office and composing room equipment, total inventory value \$31,800. The property located in a beautiful city of 16,000 people. Labor costs lower than any city in the United States. PALMER, Newspaper Properties, 350 Madison Ave., New York.

#### HELP WANTED

Wanted—Experienced advertising salesman for construction magazine. Engineering & Contracting, Eastern territory.
415 Lexington Avenue, New York City,
221 E. 20th Street, Chicago.

Artist Wanted-Preferably agency or art service experience. Must be versatile, and a finished letter and layout man. 20 to 25 years. Call with samples—Mr. Martin, The Stirling Press, 318 W. 39th St.

SCHOOL ANNUAL SALESMAN, ex-perienced man to sell contracts covering Michigan, Ohio, or Indiana, for firm located in Michigan. State full experience in first letter. Address Box 683, P. I.

Printing Salesman Wanted By moderate size plant doing good work at fair prices; only capable men need apply; drawing allowed commensurate ability. Box 700, Printers' Ink. commensurate

#### Circulation Manager

Wanted by Rapidly Growing Women's Magazine. Unique Opportunity. Box 667, Printers' Ink.

Photo Engraving Saleaman, preferably one acquainted with selling conditions in middle east. Position is in Detroit with a high grade house, covering engraving, artwork, and photography. Sell yourself in first letter. Box 657, Printers' Ink.

Assistant Advertising Manager Big opportunity for young man with advertising, direct mail and printing experience in growing publishing house. Reply, giving references, experience, salary desired and full details. Box 680, P. I.

#### Account Executive

A" agency, known for the sound-of its planning and the human quality of its copy, has a very unusual opportunity for a man who can add glory to its staff. Box 661, Printers' Ink.

STATISTICAL EDITOR with publicity erience. Position requires man maintain statistical bureau for bureau for trade publication. Must know how to ob-tain and develop statistics from the stand-point of reader-interest value. Splendid opportunity for young man with initiative. Furnish full qualifications including age, education, experience and salary expected. Box 695, Printers' Ink.

#### **Production Man**

By a 4 A agency—in a town of a million—a man who has his "eye teeth" cut, who can organize a department—and who above all can get smartness into typography. Address Box 697, P. I.

Assistant Production Manager Real opportunity for young man who un-derstands the buying of paper, engraving and printing, with growing publishers. Reply, giving references, experience, salary desired and full details. Box 681, P. I.

#### Copy Man

-in fact, something more than that. A "4 A" agency has the opportunity of a lifetime for a copy man who has his eyeteeth cut. Send along some proof. Box 662. Printers' Ink.

#### WANTED

An advertising man, 30 to 45 years of age, American, clean character, alive and up-to-date, who has had direct-by-mail advertising and sales experience with a product similar to Farm Gasoline Engines, Position has many chances of promotion for capable man, including interest in business later. Address Box 706, care of Printers' Ink.

#### SUCCESSFUL SALES MANAGER

preferably one who is at present employed, but anxious to advance. Must be experienced in handling specialty salesmen, selling highgrade equipment to merchants. The concern is rated AA-1 and has been established many years. A permanent opportunity. Compensation— Salary with a liberal bonus or stock interest in the business for successful performance. We will arrange interviews with the President. Only applications giving full details will be considered. Frank D. Webb Advertising Company, 4 N. Howard St., Baltimore, Md.

#### MISCELLANEOUS

WANTED-a series of 400-word articles wanth—a series of 400-word articles on feet troubles—corns, bunions, strains, etc., by qualified writer, written in human interest style. Not for advertising, but for informational purposes. State qualifications, also official position, if any. Box 665, Printers' Ink.

#### POSITIONS WANTED

SECRETARY Young man, intelligent, aggressive. years' all-round advertising experience with large manufacturer. College trained. Knows the meaning of "cooperation." Box 688, Printers' Ink. Secretary-Stenographer — Several years neuretary-stenographer — Several year, advertising agency experience. Know-ledge of details, appropriation lists checking, billing, etc. Energetic and willing. Box 666, Printers' Ink.

Copywriter — Young woman, college graduate; three years' agency experience in trade paper, national, newspaper, bouse organ, and direct-by-mail advertiging. Now available. Box 677, P. I.

ing. Now available.

Young woman, experienced in selling alvertising, sales promotion and radio leturing, seeks new connection; she has enturing, seeks new connection; she has enturing and initiative, is a college graduate: 35 years of age. Box 689, P. I.

in LETTERING and LAYOUTS creative ability—now employed—desires change—preferably with first-class agency. Box 692, Printers' Ink.

#### Artist

Versatile, all-round man desires New York agency connection. Ten years' varied experience. Box 691, P. I.

Advertising Salesman-30 years of age. Advertising Balesman—30 years of as, 10 years' experience in newspaper and agency fields, well educated, good as-adendid record. Proposition pearance, splendid record. Proposition must have real possibilities. Box 699, P. I.

#### **Agency Executive**

Now owner of small advertising agency seeking suitable connection. Eight years' advertising and selling experience. Clean record, energetic, progressive and square. Age 32, married. Box 686, P. I.

#### ADVERTISING MANAGER

of retail firm doing six million annually. Department store and agency experience. Salary, \$75 to start. Box 685, P. I.

ADVERTISING MAN available to agency, manufacturer of direct-mail house. 15 years' experience in the preparation of plans, copy, layout for national, mail-order, direct-mail advertising. A writer-salesman with a record for producing results. Box 696, P. L.

LAYOUT ARTIST
Position or Free Lance
Illustration roughs in pencil, wash, color
and completed comprehensive layout for
submitting; N. Y. man long creative 4 A agency experience with prominent national advertising and direct mail; so anywhere. Box 679, Printers' Ink.

TOPNOTCH NEWSPAPER SOLICITOR

A keen, alert and agressive space saleman, with the personality that makes friends and wins confidence, is ready be join you if your proposition is right. He handles any classification—specializes in Women's Wear and Furniture, specialist on retail copy. Box 704, Printers' Isk.

#### ADVERTISING MANAGER

AGENCY COPYWRITER
University man, 29, married, three years
assistant advertising manager, two years
in charge of advertising for mani-

assistant advertising manager, two rein in charge of advertising for man-facturer; has worked on business paper advertisements, bulletins, folders, book-lets, catalogs; knows art work, layout, typography, printing, engraving, lither raphy, and CAN write. Box 663, P. I.

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RIRE ars

BHok rut, PRINTING BUYER WHO KNOWS
RIB STUFF—Has background of writing and layout experience. "In \$6,000
class and can earn it and casily save
most of it. Box 703, Printers' Ink.

COMICS

Several more accounts desired by specialist in humorous illustration. Box 675, Printers' Ink.

PROMOTION AND PUBLICITY
Young woman with 2½ years' Chicago
newspaper experience—copy, layout, publicity. Versatile, original writer. Now
employed. Box 694, P. I., Chicago Office.

Free Lance Art Work

Artist. Capable letterer, poster designer, and cartoonist desires free-lance work. Box 690, Printers' Ink.

Copy Writer
Ten years copy chief for big New York agencies. Box 687, Printers Ink.

EDITORIAL — young woman, college graduate, 6 years' editorial experience on 3 well-known magazines desires editorial position. Knows make-up and layout. Can write. Salary secondary. Energetic. References. Box 670, P. I. ASSOCIATE EDITOR on important naceal magazine desires to make a change. Young man who knows how to write. Ex-

perienced in editing and reporting. Ex-perienced in editing and reporting. Can handle make-up. Contacts among important people. University education. Box 660, P. I. Agency-trained woman for large or small production department. Experienced in production department. Experienced in advertising accounting, purchase of printing and engravings, buying of space. Seven years in charge of this work for New York agency. Making a change for enlarged opportunity. Box 708, P. I.

FREE-LANCE COPY Nine years' experience with three agenveloped understanding and facility. Now

venped understanding and facility. Now providing a free-lance plan, copy and visualizing service that could be profit-ably used by one more New York agency or printer. Box 693, Printers' Ink. ADVERTISING EXECUTIVE Experienced writer. Knowledge of re-search and merchandising. Having Sold,

he knows salesmen's viewpoint. A seasoned man who can cooperate. soned man who can cooperate. Experience with printer gives unusual ability to
buy on basis of economy that would in
effect reduce net salary. Box 707, P. I.
I WANT TO WORK with an Agency
with the ultimate idea of serving as its
subscience getter in the New England

Manufacturing, merchandising and advertising experience with 8 years of selling. Age 35, college graduate. Box 678, Printers' Ink.

Printing — Advertising Executive Christian, 33, married, 17 years' ex-perience. Production manager, superinperience: Production manager, superin-tendent, estimator, office manager, Ex-pert on papers, typography, engravings, color work, layouts, formats, impositions, bindings, etc. Now employed. Will make change. Might consider 6 to 11 evening proposition. If interested, write Box 676, Printers' Ink. PRINTING and PAPER MAKING MACHINERY DESIGNER open after September 1. Long, practical experience designing and perfecting such equipment with a number of years selling castings to the trade. Box 656, Printers' Ink.

EXPERIENCED NEWSPAPER PROMOTION MANAGER

who knows newspaper promotion—dis-play, classified, circulation and editorial, whose copy has run full pages in "Printers' Ink," is open for an offer from a good newspaper. Seven years' newspaper experience. Box 705, P. I.

SALES - ADVERTISING EXECUTIVE

Experienced in the funda fundamental principles of merchandsing. Suc-cessful organization and production work covering staples and specialties through jobber, retailer and con-sumer. Export, branch management. Box 671, Printers' Ink.

COPY WRITER EXECUTIVE
An ideal man for the advertising department, with a diversified experience

partment, with a diversified experience as agency copy writer, production manager, assistant advertising manager and advertising manager and at rough layouts and with the right background to "carry through" on printing and typography. Age 26. Starting salage \$3,000. Box 668, Printers' Ink.

ACCOUNT EXECUTIVE OR PUBLICATION REPRESENTATIVE College man. Age 30. Married. 8 years' experience with leading N. Y. agency. 5 years in account executive department. Specialized in drug and building material fields. Looking for opportunity to grow with young progressive agency or publication. Box 684, Printers' Ink.

Assistant to Advertising Manager or Agency Connection

Young man, now and for four years past Young man, now and for four years past employed on prominent metropolitan daily. Has covered general, automobile and financial advertising. Some previous agency experience. Has contributed to business magazine. Two years college. Single. Desires position as assistant to advertising manager or developing connection with agency. Box 658, Printers' Ink. Printers' Ink.

Advertising-Merchandising Sales Promotion-Selling

Advertising executive, age 29, experienced all phases national and retail advertising, merchandising, sales promotion, selling—desires association with local head-quarters of national advertiser. Unusual experience with retailers, jobbers and their sales organizations. Now advertising manager for complexity. experience with retailers, jobbers and their sales organizations. Now advertis-ing manager for prominent manufacturer with national distribution and factory chain stores. Has university education, fundamental business background, proven ability to produce results and sufficient experience and energy to plan and ex-cute retail and national sales and ad-vertising campaigns. Present earning \$5,700. Box 698, Printers' Ink.

## Is a crash coming?-

Are we due for an explosion?

Advertising has grown enormously in recent years; it has also improved greatly.

#### But-

even today how much of it is based on science, on "common sense in selling", on honest of forts to reduce selling expense? And how much of it is pseudo-science or pure "bunk"? Bunk for the advertiser, Bunk by the advertiser?

And when the business man and the buying public wake up—perhaps rather suddenly what then?

### Gundlach's Book — [JUST]

"Old Sox on Trumpeting"

is a burlesque, filled page after page with comical business situations, yet for those of us who will read between the lines it is a discussion that haves us to define clearly our own views on many, many fundamentals — a CHALLENGE to those other can employe and think for themselves.

#### Story of This Cheerful Tragedy

Tauros and Bullem, in spite of the Hell-raising Helen, are just about to sign up Zeus-ikin, the merchant prince of Athens, on a trumpeting contract, when a street-corner loafer, Old Sox by name, butts in. He is followed later by his two disciples, Aristoteles and Platon.—Old Sox asks so many questions that the tragedy ends where it began—on the Rock of Faith, amid a Vision of Misty Mysteriousness.

#### Here are some of the questions:

1—If somebody trumpets the name before the public, "Scarlet Fever Here", does that make me run to get the scarlet fever? If not, then, what is nelsemmethip in tooling?

what is salesmanship in tootlag?

9—Is there always resenting in that "Reason Why"?—and—

3-If thou knowest the slages, do tell me, who



Taures explains bow these manite privibrations break down the well of a resistance.



Tames testing copy with his main Later Aristotale comes in with units arithmetic — "Counting noces that i knows" — But, tell me, can facts till in the control of the contr

5, 1927



ctivit Cath: Meeting of the Tip-Top peting Trust, the Magnificent Monthly ers and the Daily Drama Dube at the kedApollo in Delphi to bottle up that 1876.



his plots treasure: The king of the lan Olive Oil Monopoly (after getting as many ideas as possible) decides to be trumpeting trust by copping out both of a diversity of and the lift's agency profits.

THE QUESTIONS may sound like jokes; -but, please, sit up and answer Old Sox in earnest!

4—Who pays for the trumpeting? The public The trumpeters? Or nobody?—But, if Unck Zeusy (the Merchant Prince) must feet the bill, what Hell will Helen raise?

5—Why a trumpoting agency? Is it a jobber an agent, or a sieve? A master or a mistress. A power or a peanut?

6—If the well-trumpeted Corinthian Chartes convertible preferred has gone up from 4 to 256 drachmas, is that a tip on trumpeting or a tip on the stock-market?

7-Now about that "PLAN"—why the Art Ful-Ness! Why Quality? Why Atmosphere! What is Cumulative? Where is the Massive Psychology? And why is much Silence and little Teoting the real SUPER-Salesmannhial

Clip
the coupon!
Send No Money!

A well-known magasino oditor warned Mr. Gundlach not to publish this book for four that Old Sox may raise more Heil than Helen raises in this book. So the Councildated Book Publishers, Inc., are Smithe publishing it instance.

We all want to get visit of the "bank" as for as to see case, don't such 'Old Son their bank of this leave more room for hacket, but will be seen to be se

To Consolidated Book Publishers, Inc., 2242 Grove St. seChicago, Ill.

Send me E. T. Gundlach's story "Old Sox on Trumpeting" on Trumpeting" on Trumpeting "Out RON-CLAD guarantee that it will not teach me mass-paychology but that it may make me laugh and may thus weake me up a bit. (262 pages, 5c7 k/, cloth bound, 43 full-page illustrations by Farkas.) If I consider the hook not worth while, I will return it; otherwise I'll send \$\mathbb{E}\$ in 10 days.

| No.  |       |   |          |      |        |           |  |
|------|-------|---|----------|------|--------|-----------|--|
|      | ***** | - |          | **** | ****** | <br>***** |  |
|      |       |   |          |      |        |           |  |
| Firm | Name  |   | - adveno |      |        | <br>      |  |

(Please add name of your bookseller.)

Sept. 15, 1927

PRINTERS' INK

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8

## IT DEPENDS

OF COURSE

#### UPON WHAT YOU WANT

#### AN ADVERTISING AGENCY FOR

If you want an advertising agency to build up your sales force, organize crews, select your sales manager, supervise your sales department, and virtually take over the marketing of your product—you don't want us.

If you want an advertising agency simply to write copy, make illustrations and place the advertising in a list of publications — you don't want us, either.

But if you want an advertising agency to probe as deeply as is possible into every department that has to do with the marketing of your product, make sound recommendations upon its findings, and perform all those creative as well as mechanical functions which

properly come within the province of an advertising agency—this is one organization which you can hardly afford to overlook in making your selection.

THE

## JOHN H. DUNHAM COMPANY ADVERTISING

TRIBUNE TOWER ... CHICAGO



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SUPREME IN CHICAGO

# Do You Analyze Circulation, Or Buy It By The Ton?

Sometimes manufacturers who know the exact heat value of their coal and the quality of their raw materials to a fine point, sigh at the "intangibility" of circulation. Why do they ever buy it on a "hunch"? Circulation can be analyzed almost as completely as any commodity.

To those who believe circulation has to be taken at the face value of the figures in Standard Rate and Data Service, we suggest a knowledge of the following points in buying advertising space.

Cost per reader (milline rate)

Location of circulation (By districts in the metropolis; suburban; urban and rural; in cities, in villages)

Circulation in relation to wealth by counties

Circulation in trading centers

Coverage (circulation in relation to families)

Number and hours of editions

Date, quantity and destination of pre-date editions

Influence with women

The Chicago Tribune leads all Chicago newspapers in circulation and in addition gladly provides information on these points. Most of it you have on file in the 1927 Book of Facts.

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER Circulation: 769,645 Daily; 1,090,215 Sunday